



October 6 – 8, 2014  
The Wigwam, Lichfield Park, AZ

## Attendee List

(last updated Aug. 26<sup>th</sup>)

| Job Title   | Account                                 |
|---|---|
| Principal   | A Far Site Better                       |
| Senior Director, Membership and Retention Marketing | AOL                                     |
| Director of E-Commerce Platform Solutions           | Advance Auto Parts Inc.                 |
| Vice President of Digital Strategy                  | Alex and Ani                            |
| Vice President Marketing                            | American Signature Furniture            |
| Global Director, Digital Connections                | Anheuser-Busch                          |
| Director, Digital Marketing                         | Anthropologie                           |
| Director, Web Production                            | Anthropologie                           |
| Senior E-Commerce Manager                           | AutoAnything                            |
| CCIO  | AutoAnything                            |
| Director Mobile and Installed Applications          | Autotrader.com                          |
| Manager, IT Business                                | Avon                                    |
| Manager   | Avon Cosmetics                          |
| EVP eCommerce & Omnichannel                         | BCBG Max Azria                          |
| CTO   | BestBuzz of behalf of Tortuga Rum Cakes |
| CEO   | BestBuzz of behalf of Tortuga Rum Cakes |
| Sr. Director, Business Intelligence & CRM           | Beyond the Rack                         |
| Manager, Mobile enhancements                        | Bloomingdales                           |
| Product Manager                                     | Bloomingdales                           |
| Director of CNET Mobile                             | CBS Interactive, Inc.                   |
| Mobile Product Manager                              | CVS Caremark Corporation                |
| Mobile Product Manager                              | CVS Caremark Corporation                |
| Digital and E-Commerce Vice President               | Cabelas                                 |
| Vice President of eCommerce                         | Calvin Klein                            |
| Manager, Digital Product Management                 | Capital One                             |
| Director of Mobile and eCommerce                    | Costco Wholesale Corporation            |
| Director, Business Development                      | Cycle Gear                              |
| Director of eCommerce                               | Deseret Book                            |
| Vice President of Digital Marketing and Ecommerce   | Dolce Hotels and Resorts                |
| CEO   | Dragon Door Publications                |
| CTO   | Dragon Door Publications                |
| Director, Experience Design                         | Dragon Door Publications                |
| Vp, Analytics                                       | Dstillery                               |
| eCommerce Manager                                   | Emo Laszlo                              |
| Director Of Online Marketing                        | Flowershop.com                          |
| VP, eBusiness and Channel Strategy                  | Forrester Research                      |
| Sr. Manager, Web & Mobile Product Strategy          | Giant Eagle Inc                         |
| Manager, Digital Innovation                         | Green Mountain Coffee Roasters          |

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|---|------------------------------|
| eCommerce Coordinator   | H2O Plus, LLC                |
| E-Commerce and Digital Marketing Manager                                    | H2o Plus                     |
| Global Mobile Marketing Manager   | HP.com                       |
| Senior Manager of Retail Systems  | Hess Corporation             |
| Director, Direct to Consumer Channel  | Illy Caffe USA               |
| Ecommerce Operations Director   | J Brand Jeans                |
| Millenial Inspirational Author  | Jake Ducey                   |
| Senior Vice President of Customer Experience                                | Jcpenney                     |
| Digital Marketing Manager   | Justin Brands, Inc.          |
| Chief Marketing Officer   | Justin Brands, Inc.          |
| Enterprise Mobile Architect and Strategist                                  | Kellogg's                    |
| Director Of Marketing   | Kintec: Footwear + Orthotics |
| Marketing Manager   | Kintec: Footwear + Orthotics |
| Global Sr. Manager, Digital, Mobile & SEO                                   | Lenovo                       |
| eCommerce Site Manager  | Lenovo                       |
| Mobile Marketing Program Manager  | Liberty Mutual               |
| Consultant  | Liberty Mutual               |
| Senior Manager of eCommerce   | Livescribe                   |
| Manager   | Living Spaces Furniture      |
| Manager   | Living Spaces Furniture      |
| CEO   | LolliLiving                  |
| Vp Digital Strategy / Product Management                                    | Lovesac Furniture            |
| Account Director  | Loyalty One                  |
| Associate Director, Research & Innovation                                   | LoyaltyOne                   |
| Director of Customer Relationship Managemen and Digital Campaign Management | Luxtotta                     |
| Director, Product Management  | Macy's                       |
| Senior Product Manager  | Macy's                       |
| Sr. Director, Mobile/Digital Production Management                          | Marriott International       |
| VP, Digital Products  | Marriott International       |
| Director of Mobile Product Development                                      | Marriott International       |
| Director of Mobile Product Development                                      | Marriott International       |
| AVP, Marketing & Social   | Maurices                     |
| Senior Vice President Of Customer Experience Group                          | Merkle   5th Finger          |
| President   | National Telewire Corp.      |
| Manager   | National Telewire Corp.      |
| Senior Digital Analyst of Mobile Analytics                                  | Nordstrom                    |
| Group Project Manager   | Nordstrom                    |
| Sr. Display Specialist  | Nordstrom Inc.               |
| eCommerce Category Manager  | PETSMART Inc.                |
| Senior Manager, Associate Mobile Strategy                                   | PETSMART Inc.                |
| Director of Retail Technology   | Pandora Jewelry              |
| Senior Marketing Manager  | Pepsico                      |
| Founder   | Pinkfluence                  |
| VP Global Digital Experience  | Pizza Hut                    |
| Director, Ecommerce & Site Management                                       | Platinum Performance         |
| President   | Pool Dawg                    |
| Manager   | PoolDawg                     |
| P&G eCommerce/Digital Leader  | Procter & Gamble             |
| P&G Digital / Innovation  | Procter & Gamble             |
| P&G eCommerce   | Procter & Gamble             |
| Ecommerce Account Executive   | Procter & Gamble Company     |
| Sr. Manager, Digital Retail – Mobile  | REI                          |
| Mobile Program Manager  | REI                          |
| Sr Product Manager  | Reservation Counter          |

|   |                               |
|---|-------------------------------|
| VP of Marketing   | Reservation Counter           |
| Product Manager- Mobile   | Saks Fifth Ave                |
| Senior Manager-Product  | Saks Fifth Ave                |
| Divisional Vice President & General Manager, Mobile & Community Experiences | Sears Holding Company         |
| Owner   | Send Flowers Online           |
| User Experience Design Manager  | Shoptop                       |
| Web Operations Manager  | Silver Star Brands            |
| Chief Executive Officer   | Socialbliss                   |
| Analyst   | Southwest Airlines            |
| Assoc. Manager  | Southwest Airlines            |
| Senior Analyst  | Southwest Airlines            |
| Head of North America Marketing   | Spreadshirt                   |
| Global Marketing Vice President   | Spreadshirt                   |
| Global Sales & Svp Marketing  | Spreadshirt                   |
| Sr.Manager - Mobile   | Staples                       |
| Director, Mobile  | Staples                       |
| SVP, Digital Channels Strategy & Planning                                   | TD Bank Financial Group       |
| Interactive Marketing Manager   | The Home Depot                |
| Vice President of Marketing   | The Honest Company            |
| Chief Digital Officer   | The Warehouse Group           |
| CIO   | ThinkGeek                     |
| Snr Mgr, Digital Marketing  | Timberland                    |
| Director, Mobile Sales & Strategy, Time Inc.                                | Time Inc                      |
| GVP, eCommerce  | Time Warner Cable             |
| Director of ebiz Merchandising  | Toms                          |
| Mobile Business Manager   | Toms                          |
| Director, Mobile  | Travelocity                   |
| Head of IT, Snr. Director   | Tria Beauty                   |
| Mobile Dev Lead   | Tria Beauty                   |
| SVP Direct Marketing & Innovation   | Tria Beauty                   |
| Senior Account Executive  | Twitter                       |
| Vice President of Marketing   | US Auto Parts Network, Inc.   |
| Lead Digital Channel Manager – Consumer Lending                             | USAA                          |
| Lead Digital Channel Manager – Bank Deposits                                | USAA                          |
| Director, IT & eCommerce  | Ulta                          |
| Sr Mgr, Product Management & User Experience                                | Urban Outfitters Inc          |
| Director of E-Commerce  | Viceroy Hotel Group           |
| AVP & Digital Product Manager   | Wells Fargo                   |
| VP, Marketing   | Westfield                     |
| Director, Product Management  | Westfield                     |
| Sr. Product Manager, Mobile   | Whole Foods                   |
| Sr Director eCommerce Wyndham Vacation Rentals                              | Wyndham Hotel Group           |
| Director, Global eCommerce  | Wyndham Worldwide             |
| Director of Customer Experience   | Yamaha Corporation of America |
| Principle Experience Designer   | Zazzle                        |
| UX Designer   | Zazzle                        |
| Director, Design Strategy   | Zazzle                        |