



INTERSECT

KEYNOTE SPEAKER



Carine Clark
CEO

Carine was recently the president and CEO at MaritzCX. She has decades of experience in building successful software companies. Prior to being president at MaritzCX, she was president and CEO at Allegiance. As senior vice president and senior vice president at Symantec, Carine was responsible for global campaign and field marketing, partner and product marketing, branding and marketing communications, and public relations and analyst relations. As an executive at Altiris and Novell, she was responsible for driving top- and bottom-line company growth through fiscally accountable and operationally efficient marketing.

Carine has been recognized with numerous awards, including being inducted into the Utah Technology Council Hall of Fame, named 2016 EY Entrepreneur of the Year Utah Region and 2015 CEO of the Year by *Utah Business* magazine. She was ranked by ExecRank as #47 of all chief marketing officers worldwide in 2012. She has also received the Women Tech Leadership Excellence Award, the 25th Annual TWIN Award, and the Silicon Slopes v100 Award.

AGENDA

TIME	ROOM	CLASS
7:45–8:20		Breakfast
8:30–9:00	Theatre 13	Keynote Address: Embracing Disruption — Carine Clark <i>There's no question that disruption is upon us. Each of us must decide if we perceive disruption as a threat or as an opportunity.</i>
9:15–10:00	Theatre 13	State of Marketing — Aaron Sheranian <i>The UN and other global organizations must constantly strive for wisdom and strategy as they work to effectively communicate messages.</i>
	Theatre 19	Internationalization 101: Practical Tips to Create Global-Ready Products — Adam Wooten <i>Internationalization is preparation that ensures better localizability. It helps ensure that your translation localization process will be streamlined and cost effective.</i>
	Hitchcock	Design Thinking: Unleashing Innovation through Cross-Functional Team Collaboration — Angela Barrus Payne <i>The most efficient and innovative teams operate under various Theatre that guide them to success.</i>
	Theatre 20	Integrated Publishing Systems (Musketeer): April and Beyond — Travis Jordan <i>We'll demonstrate many of the tools and design elements that make up Integrated Publishing Systems.</i>

TIME	ROOM	CLASS
10:15–11:00	Theatre 13	<p>The Importance of Social Media in Marketing —Chris Bolman</p> <p><i>Social media has carved out an important role in the marketing landscape. We'll discuss how to maximize this force in marketing efforts.</i></p>
	Theatre 19	<p>Mobile Messaging Apps —Abraham Smith</p> <p><i>Mobile messaging apps are surging in popularity and utility across the globe. We'll talk bots, regional differences, and more.</i></p>
	Theatre 20	<p>A Likely Story: Being a Better Storyteller Helps You Accomplish Tasks and Advance Your Career —Bruce Call</p> <p><i>The ability to tell a powerful story can augment several areas of your life and can advance your work to new heights.</i></p>
	Hitchcock	<p>Brightcove Roadmap and More —Brightcove representative</p> <p><i>We'll discuss recent enhancements and coming features future of Brightcove.</i></p>
11:15–12:00	Theatre 13	<p>The Power of Language and Originality —Jon Heder and Justin Winters</p> <p><i>Bring tots and vote for Pedro.</i></p>

TIME	ROOM	CLASS
12:00–1:00		Lunch
1:15–2:00	Theatre 19	<p>Clear Eyes, Full Hearts, Can't Lose... with Google — Trent Hymas</p> <p><i>Google handles more than 2 trillion searches per year. Humans watch a billion hours of YouTube each day. We'll talk about how to get the most out of SEO.</i></p>
	Theatre 13	<p>Behind the Scenes: Storytelling with Video — Garrett Batty</p> <p><i>From Saratov Approach to Freetown, video can reach hearts and minds in unique ways.</i></p>
	Theatre 20	<p>Top Technology Trends That Will Shape the Future — Eric Hansen</p> <p><i>We'll take a look at some of the most exciting new inventions as well as explore the implications of these technology trends on our future.</i></p>
	Hitchcock	<p>Tealium and the Future — Tealium representative</p> <p><i>Come learn how data is fueling customer conversations and about the concerns that brands must consider when developing a data strategy now and in the future.</i></p>

TIME	ROOM	CLASS
2:15–3:00	Theatre 19	<p>The State of Interactive Media: Truth and Consequences of UXD —Mike Harper</p> <p><i>User experience means everything in attracting, engaging, and retaining people to your message.</i></p>
	Theatre 13	<p>Why Marketing Research Matters —Dr. Sarah Steimel</p> <p><i>We'll explore the importance of marketing research along with common problems and pitfalls in conducting an understanding research.</i></p>
	Theatre 20	<p>Creative Enthusiasm —Alan Taylor</p> <p><i>We'll discuss creativity and its role in solving problems and taking solutions to the next level.</i></p>
	Hitchcock	<p>What's Next at Percolate —Percolate representative</p> <p><i>Percolate is a tool that enables you to manage all of your marketing across every channel with features that make sense. Come learn how we can help you.</i></p>
3:15–3:50	Theatre 13	<p>The Intersection between Technology and Leadership —Michael Hussey</p> <p><i>Today's landscape requires that we be savvy in our use of technology as a means of reaching our goals.</i></p>

BIOGRAPHIES



Carine Clark

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Jon Heder

Jon is an actor and producer, known for *Napoleon Dynamite* (2004), *Blades of Glory* (2007), and *Surf's Up* (2007). He has been married to Kirsten Bales since November 23, 2002. They have three children.



Justin Winters

Justin is an accomplished screenwriter. After assisting in launching several projects, he began focusing on his own work. His latest film, *Killing Winston Jones*, starring Richard Dreyfuss, Danny Glover, Danny Masterson, and Jon Heder, is set to be released later this year. He is also currently working on several other film and TV projects.



Michael Hussey

Michael Hussey was appointed chief information officer for the Department of Technology Services in October 2015.

In 1995 Michael was hired in the Governor's Office of Management and Budget working as an integral member of the IT team, which served the technology needs of Governor Mike Leavitt.

In 2002 Michael was part of the team that designed, developed, and implemented a critical software application and statewide database for the Lt. Governor's Office upon congressional mandate. Congress passed the Help America Vote Act (HAVA), which required states to have a centralized voter database.

In 2013 Michael received the Governor's Award for Excellence for Outstanding Public Service.



Dr. Sarah Steimel

Dr. Steimel (PhD, University of Nebraska–Lincoln) has both research and teaching interests in research methods, organizational communication, and gender and communication. Her current research focuses specifically on communication in nonprofit organizations, especially between organizational staff and the diverse clients they serve.



Aaron Sherinian

Aaron has led the United Nations Foundation's public relations efforts, media relationships, strategic outreach, and online presence since 2009, managing an award-winning team of communicators and digital pioneers who believe that innovative communications can help change the world.



Garrett Batty

Garrett Batty received a degree in film from Brigham Young University. After working several years in Los Angeles, California, he wrote and directed his first theatrical feature, *The Saratov Approach*, which achieved critical and commercial success and won six Utah film awards, including Best Picture, Best Director, and Best Screenplay.



Abraham Smith

Abraham's experience leading technology companies around the world has enabled him to develop personal and business relationships in the Middle East, the Indian subcontinent, Russia, and central Asia. He has led multicultural teams in difficult environments and understands the importance of creating strong local relationships to ensure success.



Adam Wooten

Adam is an entrepreneur and trainer who helps organizations reach global markets through localization and internationalization. He teaches graduate courses on translation, technology, management, and international marketing as an assistant professor at the Middlebury Institute of International Studies in Monterey, California, and he previously taught similar courses at Brigham Young University.



Bruce Call

There are very few forms of written communication that Bruce Call has not been paid to do. While working at a film studio in his 20s, he was asked to polish scripts and eventually took over writing them. Clients then requested written marketing collateral, which led to an even wider range of writing opportunities. Over the course of 30 years, he has written innumerable scripts, magazine articles, marketing materials, press releases, web copy, speeches, and college-level course material.



Eric Hansen

Eric Hansen is a self-affirmed tech geek. He started coding in BASIC when he was seven years old, and he never looked back. He graduated from Brigham Young University with a degree in information systems and worked at Adobe for over seven years focusing on digital analytics.



Angela Barrus Payne

Angela has over 20 years of experience in instructional design and software development project management and six years of experience in educational research. She has also worked as an adjunct professor in design thinking, instructional design, facilitated learning science, and ed tech workshops at Arizona State University and Pearson.



Chris Bolman

Chris is the vice president of marketing at Percolate. Chris joined the company as its second marketer in 2013, and is proud to have spent the past four years building the department into what it is today. Chris's work and ideas have been featured in media outlets like Harvard Business Review, Forbes, AdvertisingAge, and Digiday.



Trent Hymas

Prior to leading SEO at Church headquarters, Trent spent years working at digital marketing agencies as a consultant on SEO and content strategy for top brands across the country. He is a graduate of the University of Texas at San Antonio.



Mike Harper

Mike has been teaching and advocating technology-based experiences, all of which have a tendency to shape our digital media centric lives, both good and bad, for over 20 years. He has worked in industry and traveled the world teaching technology-based media.



Alan Taylor

Alan is a multidisciplinary creative director, strategic thinker, and marketing consultant. He animated and designed dozens of award-winning video game titles, including *Mortal Kombat 1, 2, and 3*, and consulted on *Tecmo Super Bowl* in Japan for Nintendo.

VENDOR HALL

Location: Capra 1, 2, and 3

For the first time, Intersect will give attendees a chance to meet directly with some of our key partners in the digital media space. Attendees are encouraged to take time to connect with representatives from products they use. You can find out what's on their road map, get hands-on training, and talk about best practices for using their product. The vendor hall will be open all day, so remember to take time to stop in and get to know our partners.

Clicktale®



BRIGHTEDGE



Lower Rialto



Upper Rialto

