ΛCXIOM | Google

From Data to Decisions: Driving Results with Google Marketing Platform

Thursday, Oct. 2
Google San Francisco – 121 Spear Street

12:00 – 1:00 p.m.	Lunch
1:00 – 4:30 p.m.	Sessions

Welcome and Introduction to Acxiom's Google Marketing Platform Practice

Chris Schimkat, SVP, Global Head of Advisory Services and Google Practice, Acxiom
Matt Hallal, Head of Industry, Google Marketing Platform, Google

Brief introduction, setting the stage for the day's discussions. Gain a concise overview of our Google Marketing Platform (GMP) practice, highlighting our expertise and the value we deliver clients.

From Vision to Value: AI and Data Transformation Case Studies

Amadeus Tunis, Head of Data and AI Services, Acxiom

Explore how consulting-led AI and data transformation engagements turn strategy into operational impact and deliver measurable enterprise results.

From Opportunity to Execution: The Next Chapter of Retail & Commerce Networks

Meg Beaudet, Head of Sales, Intuit SMB MediaLabs, Intuit
Mike Valkosky, Business Development Manager, GMP Commerce, Google
Elizabeth Neubauer-Donovan, SVP, Global Head of Commerce and Retail Media Networks

Explore the evolving landscape of Retail & Commerce Media Networks, uncovering both the opportunities and challenges shaping the future of digital commerce.

Break (15 minutes)

Case Study: Driving Business Outcomes with Conversions, APIs, and Value-Based Bidding

Eric Fung, VP, Professional Services, Center of Excellence Lead, Acxiom

Discover how Conversions, APIs and Value-Based Bidding can elevate real world business outcomes and ROI in this impactful case study showcase.

Demo: Google Cloud Patterns

Chris Schimkat, SVP, Global Head of Advisory Services and Google Practice, Acxiom
Deborah Balme, VP, Analytics, Acxiom
Nate Burke, VP, Cloud Consulting, Acxiom

Watch a live demo of a travel brand's cloud patterns and discover how these innovative frameworks enhance data management, uncover deeper insights, and drive smarter, measurable decisions.

Panel Discussion: The Future of Data and Technology

Yerddy Lanfranco, SVP, Growth and Partnerships, Acxiom
David Wiener, COO, Chief Product Officer, Rembrand
Louis Sussan, SVP, Global Platform and Advisory Services, Acxiom
Matt Hallal, Head of Industry, Google Marketing Platform, Google
Scott Sullivan, Senior Consultant, Sullivan Strategies
Ruben Atchison, Principal, Generated Media Lab Global Digital Marketing Consultancy to Lucid Motors

Join a panel of industry leaders as they explore the latest trends and innovations shaping the future of data and technology.

Closing Remarks and Complimentary GMP Assessment Opportunity

Cesar Olivier, VP, Google Marketing Platform Sales, Acxiom

Learn how to take advantage of Google's funding opportunities and Acxiom's complimentary GMP assessment.

4:30 – 6:00 p.m.   Networking Happy Hour

For more information
on the Acxiom Google
Marketing Platform