



2018 Digital Convergence Forum

June 6-7, 2018 | Phoenix, AZ

Change the Rules. Embrace the Disruption.



Program 2018

Wednesday, June 6, 2018

(Meeting kicks off at 12:00 PM, with lunch served beginning at 11:00 AM)

11:00 AM **Registration and Lunch**

12:00 PM **Welcome**

Bob Carpenter, President and CEO at GS1

12:10 PM **The Next Wave: 5 Technologies That Will Shape Your Future**

Robert Tercek, Digital Futurist and Digital Media Pioneer, Host and Panel Moderator

Digital media pioneer and award-winning author of "Vaporized" provides an inspiring high-level view of how artificial intelligence, hybrid cloud, distributed ledgers, cryptocurrencies, and open-source software will work together to provide the foundational elements of the next era of internet innovation.

12:25 PM **In a Hyper-Connected World, Only Insight-Driven Organizations Survive**

Brice Chan, Senior Manager, Deloitte Digital

Everybody knows that data is the new oil. But how many firms are using data strategically to build a long-term, sustainable advantage? This keynote explains how mastery of big data and advanced analytics and insight can transform an entire organization.

Mastering Identity in a World Redefined by Software

Software is eating the world, and that means your industry is likely to be the next course on the menu. As digital technology pervades every corner of the real world, it is redefining business processes and reshaping the very concept of a product. This session kicks off the Digital Convergence Forum with a series of expert presentations on digital identity, AKA the "cloud half" of every physical product.

12:50 PM **5 Fundamental Elements of Identity That Every Professional Must Know**

Salim Hasham, Partner, McKinsey & Company

Digital twins will play an important role in the future of shared data. This session provides attendees with the baseline understanding of the key aspects of digital identity that are critical to decision-makers and executives.

1:10 PM **How Digital Identity Determines Success**

Yorke Rhodes III, Co-Founder | Blockchain @Microsoft

At key intervals in every digitized business process, identity plays a pivotal role. This session from a leading blockchain and identity evangelist at Microsoft shows the vivid contrast between getting digital identity right and the consequences of getting it wrong.

1:30 PM **Case Study and Panel: How Technology Reshapes Consumer Experience**

Matthew Shorts, VP, Product, EVRYTHNG

Julie Vargas, Director, Digital Solutions and Brand Protection, Avery Dennison

Product identity is the core foundation upon which brand owners and retailers base their digital transformation strategies and equip their products with real-time applications across transparency, supply chain, consumer engagement, fulfillment, and sustainability. Hear how the evolution of technology is helping companies deploy platform capabilities to future proof their smart product strategies, and how web enablement of standard product identifiers provides the key to digital identities at a massive scale.

15 Minute Break

Product Content is the New Consumer Channel

For marketers, it's the best of times and the worst of times. Digital technology has disrupted every traditional means of reaching consumers. But digital technology also offers rich rewards to those companies who are best able to adapt and learn how to reorganize their marketing efforts to focus on the activated audience.

2:15 PM **Evolution of Brand from Mass to Personal**

Lisa Sullivan, EVP, Director, NA Tech Practice, Ketchum

As television and other mass channels collapse, and as retail shelf space shrinks, there's a real danger that marketers will find it impossible to connect with customers. This featured presentation from a marketing expert tells us how to build brand identity in a digital context.

2:30 PM **The Comprehensive Brand Experience: Linking Supply Chain and Consumer Content Throughout the Product Lifecycle**

Suzanne Kopcha, Vice President, Consumer Products & Retail Industry, Siemens PLM Software

Brands and retailers are now able to leverage advanced technologies to promote transparency and the ultimate in shopper personalization. This case study will describe how deep insights gained from rich product content and artificial intelligence can guide and assist consumers with better shopping choices. marketers will find it impossible to connect with customers. This featured presentation from a marketing expert tells us how to build brand identity in a digital context.

2:45 PM **Case Study: Consumers Are Doing It for Themselves**

Sam Slover, Co-Founder & CEO, Sage Project

Today's consumers are fundamentally different: they're asking new and more nuanced questions about their products, and are more health and values-driven than ever before. However, data hasn't traditionally been designed from a consumer-first perspective. This session explores what a consumer-first approach to data really looks like and how it can make life 10 times better for customers. It presents Sage Project as a case study: a bottom-up, consumer-driven, participatory approach to aggregating product data associated with CPGs.

3:00 PM **Panel: Who Controls the Consumer Experience?**

Lisa Sullivan, Suzanne Kopcha, Sam Slover

The consumer? The brand? The retailer? This panel discussion will integrate the themes and topics of this session via a lively roundtable dialogue. Audience participation is welcome.

3:25 PM

The Feedback Loop: Data Transforms the Customer Journey

Dr. Tricia Wang, Technology Ethnographer and Co-Founder of Sudden Compass

Digital networks create a constant two-way flow of data between the shopper and merchant. Instead of just developing a big data strategy, we should focus instead on “thick data”—precious, unquantifiable insights from actual people—to make the right business decisions and thrive in the unknown. Companies that master this connection have a better chance of influencing and educating their customers.

3:45 PM

Wrap Up

Robert Tercek

4:00 PM

General Session Keynote: The 5 Second Rule: Achieve Breakthrough Performance in Your Career & Life

Mel Robbins, CNN Commentator & Motivational Speaker

Ms. Robbins is a sought after motivational speaker trusted by global brands to stimulate organizational change, challenge thinking, and accelerate personal and professional growth. She is currently one of CNN’s most popular on-air commentators and opinion writers and is often tapped as a motivation expert for multiple broadcast programs, including Good Morning America, Dr. Oz, and Fox News. Her TEDx Talk, which offers practical guidance for discouraging self-destructive behavior and thinking, has over 10 million views across 37 countries, and her latest book, “The 5 Second Rule,” is a business bestseller.

5:00 PM

Networking Event: GS1 Connect Speedway

7:00 PM

Networking Dinner: Roy’s Hawaiian Fusion Cuisine

Located on the Lower Lobby Level

Thursday, June 7, 2018

7:30 AM

Breakfast

8:00 AM

Vaporized: Unleashing the Data Within

Robert Tercek

Moderator and award-winning author provides a fast-paced overview of the biggest invisible transformation of the global economy.

8:10 AM

How Technology Helps to Reimagine The Future

Sanjay Sarma, Vice President for Open Learning, MIT

Dr. Sanjay Sarma will discuss why companies need to move away from a “product-first” orientation to pursuing innovation based on customer needs to be relevant in the future.

He will explain why the companies of today and tomorrow will have to abandon the product-first orientation. Rather than asking “How do the products we make meet customer needs?”, companies should ask “How can technology help us reimagine and fill a need?”

The Integrated Network of Trust

Trust is under assault. Year after year of epic-scale data breaches, an epidemic of ransomware, and social media scandals have shattered consumer trust in digital media. Even more broadly, citizens of every demographic stripe view civic institutions with historic levels of distrust. How can marketers, retailers, and manufacturers navigate the chaos to regain the trust of consumers?

8:35 AM **Blockchain Beyond The Hype**

Nelson Petracek, Global CTO, TIBCO Software

With Bitcoin bubble deflating and cryptocurrency mania (temporarily) abated, the time is right to evaluate the practical potential for applying the blockchain protocol in the industrial context. This opening talk provides an honest, no-nonsense look at the value of blockchain solutions without the hype.

8:55 AM **Knowledge You Can Trust With Your Life**

Susanne Somerville, Head of Pharma Solutions, Chronicled

Susan Ramonat, CEO, Spiritus Partners

No industry demands more faith from consumers than the medical profession. And no industry is more tightly regulated. This exclusive panel will discuss novel applications of distributed ledger technology for both pharmaceuticals and durable equipment that can generate successful results even in the most restrictive environments.

9:25 AM **Panel: Brand Building Through Earned Trust**

Myron Burke, Principal, Store N°8, Senior Director II, Walmart

Peter Mehring, President and CEO, Zest Labs

Azeem Malik, Blockchain Business Development, IBM

The “digital future of food” is becoming reality. Industry has been working on end-to-end supply chain visibility for years. However, with the rapid evolution of technology, we have the automation and ubiquity needed to achieve aspirational business objectives in areas of transparency, sustainability, and profitability. Join this panel for a discussion on the art of the possible.

15 Minute Break

Whatever Can Be Connected Will Be

The convergence of sensor-laden environments and machine-readable digital identifiers means that society is about to enter a novel new era, where every physical product and environmental feature will communicate constantly with the network. Get ready for a flood of new data, smarter cities, and ever-accelerating technological change.

10:15 AM **The Package Is The New Channel**

Steven Hornyak, CEO Americas, Trax

This presentation will show state-of-the-art solutions for machine vision and machine-readable package formats that will enable greater automation and robotics, improved discovery, and recommendations and breakthrough consumer experiences at retail.

10:30 AM **Can Machines Edit?**

Divyabh Mishra, Founder & CEO, CrowdANALYTIX Inc

Ram Rampalli, Global Head of Content Acquisition at Walmart

A lively roundtable discussion about the immense challenge of gathering, reviewing, and improving product content for millions of products. It's a job that exceeds human capacity: let's make room for the thinking machines to help us create, syndicate, measure, and monitor the performance of our data.

11:10 AM **Panel: New Ways to Meet Human Needs**

Sanjay Sarma

Nelson Petracek

Enrico Corradi, Product Business Development, Viveat

Melanie Nuce, SVP of Corporate Development, GS1 US

This final panel will distill the collective insights of the forum into a conversational format and explore future implications.

11:50 AM **Wrap Up**

Robert Tercek

Melanie Nuce

12:00 PM **Networking Lunch**

Sponsored by Avery Dennison