

Liz Bacelar is the founder of Decoded Fashion, a company that connects top brands with the best early-stage technologies from around the world. Decoded Fashion is today the world's leading event series and community fueling innovation for Fashion & Retail. Its industry summits and startups competitions are based in London, New York, Tokyo and Milan, and are produced with top partners including the CFDA, British Fashion Council, Vogue Japan and Pitti Imagine. Liz is an experienced producer with 10 years in journalism and an Emmy nomination for her work at CBS News.

Healey Cypher is a retail technology evangelist who most recently founded and led the Retail Innovation group for eBay, Inc. He joined eBay after the acquisition of Milo.com where he was VP of Business Development and responsible for relationships with the largest retailers around the United States. Healey is recognized as a leader in the retail space, hosting Next Generation of Retail Stores session at SXSW Interactive 2014 (again in 2015), and regularly participating in NRF & Shop.org events. He is often interviewed by top-tier media including CNN, Fast Company, Forbes, TechCrunch, Mashable, The Wall Street Journal, USA Today, CBS, Inc. magazine and The Washington Post. At age 29 he was selected as "40 under 40" by the Silicon Valley Business Journal, and was recently awarded "40 under 40" by design:retail magazine. Healey's passion is for retail innovation, and he spends a significant amount of energy pulling together cutting-edge technologies to form new and unparalleled user experiences in the physical retail world. Prior to his tenure at eBay and Milo, Healey worked as a consultant in New York City, and is an alumnus of the Wharton School at the University of Pennsylvania. He is from Nebraska, but spent a majority of his early life in Riyadh, Saudi Arabia.

Lisa DeBow founded Cloudburst Advisory Group, a consulting firm specializing in business development, strategic partnerships, media sales, and sponsorship valuation and representation in January 2013. Cloudburst's expertise lies in creating untapped value for their clients through strategic partnerships, event sponsorship repositioning, and media creation. Current clients include: The Peterson Companies, CityCenterDC, BYT Media Inc., and The Georgetown Business Improvement District. Prior to founding Cloudburst Advisory Group, Lisa honed her business development and sponsorship sales skills as a senior member of the Strategic Partnership Team at General Growth Properties, the second largest mall owner and developer in the US. During her tenure in the retail real estate industry, Lisa developed and managed some of the largest and most successful strategic partnerships in the mall space, including a 10 year partnership with Discover Card, a Members Reward Lounge with American Express, national sales promotions with Pepsi, and various seasonal revenue-driving programs. In addition to her tenure at GGP, Lisa held various marketing and specialty leasing positions with both The Rouse Company and Westfield Corporation. A native of Philadelphia, Lisa resides in the District of Columbia with her husband and two young children. A former NCAA rower, Lisa is an active Athletic Board member of her alma mater, The George Washington University, where she serves to support GW Athletics through fundraising events and mentoring student-athletes.

Stacie Ellis has been with Irvine Company for almost 16 years where she started as the Manager of Guest Services and Merchant Relations and is now the Vice President of Marketing. Prior to starting with Irvine Company, Stacie worked for Center Marketing where she managed over 17 N&C centers throughout Southern California. She also worked for Macy's and GM. Stacie was raised in the industry by a VP of leasing for Hahn and MaceRich so I guess you could say the shopping center industry is in her blood.

J. Skyler Fernandes is the founding Managing Director of Simon Venture Group (SVG), the venture capital arm of Simon, an S&P 100 company and the largest retail real estate company in the world. SVG invests in the future innovation of retail, including in-store retail tech, ecommerce, data analytics, logistics, and internet of things. SVG makes investments between \$250K-\$5M+ in early stage to high growth companies (Seed through Series C+

rounds) that are both directly and indirectly strategic to Simon. Some of our portfolio companies include: Augmate (Enterprise SaaS For Digital Eyewear), Deliv (Same Day Delivery), Fashion Project (Second Hand Clothing), Fuhu (Child Tablets & Accessories / #1 Fastest Growing Company in US), Jifiti (Gifting Made Easy), Le Tote (Clothing Rental Subscription), Miner (The Everywhere Store), Shopkick (Acquired by SK Telecom). For more info on Simon Venture Group, go to: www.SimonVentureGroup.com. Mr. Fernandes gave the first TED Talk on Venture Capital: Innovating the Financing of Innovation and has developed key entrepreneur resources, such as "The Best Startup Pitch Deck", which has become the #1 investor pitch deck template online, viewed and downloaded over 250,000 times and is used by accelerators and business schools around the country, and has the #1 Googled image for IRR Analysis. Mr. Fernandes graduated a year early from New York University (NYU), summa cum laude, due to his studies at Harvard University in Quantum Physics.

Liz Gillespie oversees all aspects of North American Properties' (NAP) corporate and property-level marketing programs including branding initiatives, integrated communications, leasing support, digital strategies and public relations activities. She most recently spearheaded the marketing strategy for Avalon, a \$600 million mixed-use development in Alpharetta, Georgia. Liz's unique brand of creativity and commitment to delivering The Avalon Experience contributed to the property's highly successful grand opening, with 98 percent of the 380,000 square feet of retail space leased. Liz has more than 25 years of experience in commercial real estate marketing and is known for her innovative ideas and ability to create meaningful and memorable guest experiences. Before joining NAP's corporate management team, Liz led the marketing efforts at Atlantic Station, a nationally recognized, sustainable, mixed-use development in Midtown Atlanta. She was instrumental in transforming Atlantic Station from a distressed asset into one of the most popular destinations in metro Atlanta and the nation's most influential mixed-use community within social media networks. Previously, Liz served as the Vice President of marketing for Jones Lang LaSalle. Liz received her Certified Marketing Director (CMD) designation from the International Council of Shopping Centers (ICSC), where she has held numerous leadership positions. A highly decorated executive, Liz has received many industry awards including a total of twelve U.S. MAXI Awards from ICSC during 2012 - 2015. In 2014, she was named to Bisnow's 40 Power Women in Atlanta. Currently, Liz is an active board member for the Museum of Design Atlanta (MODA).

Ann Handley is a Wall Street Journal best-selling author, keynote speaker, and the world's first Chief Content Officer. Ann speaks and writes about how you can rethink the way your business markets. Cited in Forbes as the most influential woman in Social Media and recognized by ForbesWoman as one of the top 20 women bloggers, Ann Handley is the Chief Content Officer of MarketingProfs, a training and education company with the largest community of marketers in its category. She is a monthly columnist for Entrepreneur magazine, a member of the LinkedIn Influencer program, and the co-author of the best-selling book on content marketing, Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business (Wiley, originally published 2011. Paperback 2012.) The book has been translated into nine languages, including Turkish, Chinese, Japanese, Korean, Italian, Portuguese. Her most recent book, Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content (Wiley, 2014) is a Wall Street Journal bestseller. She currently has more than 260,000 followers on Twitter and writes about content, marketing and life at the highly entertaining AnnHandley.com. A pioneer in digital marketing, Ann is the cofounder of ClickZ.com which was one of the first sources of interactive marketing news and commentary. She started her career as a business journalist and editor. Ann is based in Boston, Massachusetts.

Mary Moffett Keaney has over ten years of sponsorship and client management experience. Known for developing long-term relationships with her sponsors, Mary spent five years as a Senior Account Executive at PIER 39, San Francisco, where she managed corporate sponsorships with Coca-Cola, Crystal Geysers Alpine

Spring Water, Nestle Dreyer's, Verizon, and Telemundo. Today, Mary continues her focus on sponsorship service, but also works closely with other Tandem clients in a consulting role, working strategically with properties to build their sponsorship programs and identify, develop, and sell marketable assets. In addition to sponsorship and partnership development, Mary also has experience in non-profit fundraising, event management, and politics. She is a graduate of Wake Forest University and resides in Washington, DC, with her husband and son.

Diane Knoepke, Managing Director, Client Leadership, IEG Consulting. Throughout her 15-year career, Diane has advised more than 50 property and brand clients on marketing and value creation, sales, measurement and strategy. Diane manages IEG's consulting talent, which includes responsibility for overseeing service quality and innovation, advancing client satisfaction and supporting the team's growth. In addition to eight years with IEG, Diane has previously worked as a social impact measurement consultant with Mission Measurement and served as chief of staff for the Midwestern regional office of Dress for Success Worldwide. Diane serves on the board of the Center for Companies that Care, a nonprofit organization focused on connecting companies with community initiatives that drive social impact and employee engagement. She also is on the executive committee of Northwestern University's Council of One Hundred, an organization that connects Northwestern alumnae to female students and graduates to further their career advancement. Diane is a native Hoosier and devoted Chicagoan. She earned her bachelor's degree in English from Northwestern University, where she is currently pursuing her master's degree in learning and organizational change.

Jenna Langer is VP of Product Marketing at Livefyre. As a founding team member, she has touched all aspects of the business, including leading client strategy helping publisher and brand marketers develop best practices around social engagement. Jenna has presented at several conferences about social marketing techniques and humanizing brands through user engagement.

Loren McDonald's role at Silverpop/IBM is to educate clients and prospects on best practices and emerging trends in email, mobile and social marketing and marketing automation. He has 30 years of experience in marketing, consulting and strategic planning. McDonald has held executive marketing positions at companies including Arthur Andersen, USWeb/CKS, Lyris, Inc. and EmailLabs. He has written more than 500 articles and blogs, is a frequent speaker and is author of the ebook "Almost Everything You Wanted to Know About Email Marketing." He has won several awards including the eec 2011 Marketer of the Year and the 2005 American Business Award's (The Stevie's) Marketing Executive of the Year.

Alan McKeon is President and CEO of Alexander Babbage a strategy and consumer research firm serving clients in the shopping center, retail, restaurant, sports and entertainment industries. McKeon is a thought-leader who is frequently asked to present emerging trends that are impacting the shopping center and retail industries. He is Dean of the Retail Curriculum at ICSC University of Shopping Centers on the campus of the Wharton School of the University of Pennsylvania and a member of faculty at The John T. Riordan School for Professional Development. He is top rated speaker for ICSC (rated in the top 10% by attendees) and been quoted in USA Today and The Wall Street Journal. He also has appeared on CNN, CNBC and the BBC. Since joining Alexander Babbage in 2004, he has led the growth of the company including the acquisition of the oldest consumer research company in the shopping center industry, 30-year old Stillerman Jones, and the most technologically advanced, MAXtrak. Today, Alexander Babbage continues to drive innovation and provide client insights through data-driven innovations that serve leasing, development, marketing and operations for leading shopping centers throughout the world. Starting his career in consumer packaged goods with Kellogg Company in England. McKeon worked with Microsoft in the U.K and then throughout Europe and as European Manager or retail for Nielsen Marketing Research before coming to the U.S. He holds a Bachelor of Science degree in

Mathematics and Management Science with Honors, from the University of Manchester, England.

James Meckley is the Chief Marketing Officer of Mobiquity Networks, a leading developer of location-based mobile marketing networks. Mobiquity Networks provides the full stack of technology and physical infrastructure required to manage beacon-based mobile marketing campaigns at scale in retail and entertainment environments. James has been at the forefront of deploying proximity and location based mobile marketing solutions since joining Mobiquity Networks in 2009. He earned his degree in Marketing & Finance from Cornell's Dyson School of Applied Economics & Management, and prior to joining Mobiquity Networks, built businesses in such diverse industries as industrial minerals, retail hardware and healthcare IT.

Christopher S. Penn has been featured as a recognized authority in many books, publications such as the Wall Street Journal, Washington Post, New York Times, BusinessWeek and US News & World Report, and television networks such as PBS, CNN, CNBC, Fox News, and ABC News for his leadership in new media and marketing. In 2012 and 2013, Forbes Magazine recognized him as one of the top 50 most influential people in social media and digital marketing. MediaPost renewed this honor in 2015. Marketo Corporation named him a Marketing Illuminator, and PR News nominated him as both Social Media Person of the Year and Social Media Icon MVP in 2014. PR News also named him Agency Professional of the Year. Mr. Penn is the Vice President of Marketing Technology at SHIFT Communications, a public relations firm, as well as co-founder of the groundbreaking PodCamp New Media Community Conference, and co-host of the Marketing Over Coffee marketing podcast. He is a Google Analytics Certified Professional and a Google AdWords Certified Professional. He's the author of the best-selling books Marketing White Belt: Basics for the Digital Marketer, Marketing Red Belt: Connecting With Your Creative Mind, and Marketing Blue Belt: From Data Zero to Marketing Hero.

Heimata Rutgers oversees Floored's sales efforts in Washington DC, Chicago & Southern California. Since joining the team in 2014, he has been responsible for acquiring new customers and building relationships with real estate owners and developers. Prior to Floored, Heimata was a high yield sales trader at a distressed debt hedge fund based in New York City and is a graduate of Tulane University.

Laura Schewel is the founder and Chief Executive Officer of StreetLight Data. StreetLight analyzes how people move throughout their environments by applying new analytic techniques to data from hundreds of millions of mobile devices. Laura is a leading advocate and researcher in advanced transportation, with particular expertise in transportation systems, sustainability and safety, and vehicle/system modeling and analysis. After completing degrees in engineering and comparative literature at Yale University, she worked at the Rocky Mountain Institute (RMI), managing their vehicle electrification projects, including the Smart Garage Charrette and Project Get Ready. Next, Laura joined the Federal Energy Regulatory Commission (FERC) to develop planning for regulatory strategy for electric vehicles and energy storage. Laura's work at StreetLight is an extension of her graduate studies at UC Berkeley's Energy and Resources Group. She is a National Science Foundation Graduate Research Fellow in Energy Engineering, and the author of several publications about vehicle electrification and sustainable transportation.

Anne Marie Stephen is the CEO + Founder of KWOLIA, strategic advisory for emerging technologies applied in retail connecting the physical and digital worlds. Technologies including mobile, location, data/analytics applicable to retail/brands are shaping experience and driving transactions at retail. As a global customer-focused product and service developer, customer experience guru and trends forecaster in retail, she has worked with leading companies including: Panasonic, Disney, Chico's, AutoZone, Ralph Lauren, Hickory Farms and Macerich integrate innovative solutions for over a decade. She is a frequent speaker and is featured writer for

Chain Store Age, Retailing Today, Street Fight, SharpHeels and FierceRetail. She is Founder of Smart Women in Retail Leadership (SWIRL); President, Location Based Marketing Association (LBMA) Chicago; Mentor at tech accelerators: Plug and Play Brand and Retail Center of Innovation Silicon Valley, RevTech in Dallas and 1871 in Chicago. Anne Marie is a graduate of the University of Illinois at Urbana-Champaign.

Collin Sullivan is Parkifi's Business Development Manager. He was born in the Steel City. He attended the University of Colorado where he studied finance and economics (and by studied he means he chased snow). His favorite food is pizza, which is fitting since his college job was working at Cosmos on the Hill in Boulder. He also loves to skiing, golfing, and music. After college, he started his sales career in Telecom for 2 years. He is passionate about building relationships, connecting people with ideas and empowering businesses with technology to grow revenue and customer loyalty. Favorite quote: "There are three things you can control; your attitude, your effort, and your energy."

Shaun Vann is a Partnership Program Manager for Google Maps. Currently, he oversees all new partnership development for the Indoor Google Maps project throughout North America and Europe as well assisting with expansion efforts throughout Asia. To date, Indoor Google Maps has launched in over twenty countries, producing tens of thousands of floor plans for Airports, Museums, Retail Stores, Shopping Centers, and Stadiums. Additionally, Shaun coordinates collaborative efforts with Google Street View as well a number of new pilot initiatives. Shaun has been part of the Indoor Maps team since before it was publicly launched in January 2012. During this time, he has worked at partner locations in 8 countries and presented at conferences for Unwired:FutuRetail, Airport Council International, American Association of Airport Executives, Airport Consultants Council, and Major League Soccer. Before his current position, Shaun served for nine years as a Nuclear Power Plant Operator in the United States Navy. After spending collectively three years of his life underwater, he joined the Google Maps team in 2011.

Lisa Wieting is a wily veteran who helps in every facet of the organization. In her role as Vice President: Planning & Integration, Lisa takes an all-encompassing look at each client to ensure they each receive an integrated approach to their marketing, digital and PR needs. Prior to her role, Lisa spent seven years leading social and digital strategy as a member of the COHN PR team, studying the latest trends and educating clients on how to adapt to any situation and develop an integrated plan of attack. It's why our clients love Lisa as much as we do. Lisa's dedication to COHN over the past decade has been invaluable. But Lisa isn't all work and no play. As a former NBC Sports employee and loyal member of Husker Nation, Lisa utilizes her time outside of work to religiously follow Nebraska football, embark on worldly adventures, play with her furry children – Millie the Maltese Poodle (and COHN K9 intern) and Gus the 23 lb. Maine Coon – and chase around her always-on-the-go toddler, Scarlett.