

Radical Reinvention

January 22, 2020

The Pierre, NYC

## **SPEAKER BIOS (IN ORDER OF SEGMENT)**

### **OPENING KEYNOTE FIRESIDE CHAT**

**Brian Whipple, Chief Executive Officer | Accenture Interactive**



Brian Whipple is committed to cultivating big ideas and delivering real business results – passions he applies every day driving Accenture Interactive’s rapid global growth. As the head of Accenture Interactive, Brian is laser focused on creating the best experiences on the planet for Fortune 500 brands. His achievements have been recognized by Digiday, which included Brian as a 2018 Changemaker, by Adweek, which included him on its 2017 and 2018 Power List, and by Business Insider which recognized him as one of the “Top People Transforming Business” in 2019.

Brian has led Accenture Interactive’s disruption of the traditional agency landscape by creating a new Experience Agency service model that combines the capabilities of a business consultancy, creative agency, and technology powerhouse. He continues to build Accenture Interactive’s business every day, working with clients and expanding its global footprint through agency acquisitions while delivering 20% annual growth in the process. Accenture Interactive was named by Ad Age as the world’s largest digital agency network four years in a row, as well as a 2019 Most Innovative Company in Advertising by Fast Company.

### **RADICAL REINVENTION: THE FUTURE STORY**

**Zillah Byng-Thorne, Chief Executive Officer | Future plc**



Zillah Byng-Thorne became CEO of Future plc in April 2014. She joined Future in November 2013 as Chief Financial Officer. Before joining Future Zillah was Chief Financial Officer of Trader Media Group, one of Europe’s largest multimedia publishers, serving latterly as interim Chief Executive until July 2013. Prior to this Zillah was Finance Director of Fitness First Group Ltd, and CFO of the Thresher Group. Zillah is a qualified accountant, has a Msc in Behavioural Change & a MA in Management, she is a non-executive director of Paddy PowerBetfair, The Hut Group & GoCompare.

## S&P GLOBAL TRANSFORMATION STORY

### Mike Perlis, Vice Chairman & Strategic Advisor | Forbes Media *(Moderator)*



Mike Perlis is Forbes Media's Vice Chairman and Strategic Advisor to management and the Board. Mike has deep experience managing a wide range of content and multimedia brands. He joined Forbes Media in 2010 as CEO from SoftBank Capital, where he served as a General Partner for 10 years and continues to be Special Partner. Before joining SoftBank, he served as President and CEO of Ziff-Davis Publishing, Publisher of GQ, President of Playboy Publishing, President of TVSM, Publisher of Runner's World and Men's Health, Chairman and CEO of IDG Peterborough and co-founder of New England Publications. He served on the Board of BuzzFeed and was a Board member and Chairman of Associated Content. Previous board observer positions include GSI Commerce, The Huffington Post and KickApps. He is on the Board of Advisors of the Newhouse School of Public Communications at Syracuse University and is a trustee of Outward Bound International.

### Martina Cheung, President | S&P Global Market Intelligence



Martina Cheung is President of S&P Global Market Intelligence, one of the four divisions within S&P Global, Inc. (NYSE: SPGI). Ms. Cheung is also on S&P Global's Operating Committee, and in this capacity is responsible for driving the enterprise-wide growth strategy for key strategic initiatives, including Environmental, Social & Governance (ESG) and Cyber Risk. She is an appointed member of the U.S. Commodity Futures Trading Commission's (CFTC) subcommittee on Climate-Related Market Risk, and formally served on the Board of CRISIL.

S&P Global Market Intelligence specializes in providing differentiated data, essential insights, and powerful analytics to help its clients navigate global markets. In her role as President, Ms. Cheung oversees all aspects of the Market Intelligence business, including commercial, product, data, content and operational functions.

Ms. Cheung has spoken on key industry topics covering ESG, cyber security, technology and diversity in the workforce across public forums that include the World Economic Forum at Davos, the Institute for International Finance membership meeting, and Politico Women Rule among others.

She joined S&P Global in 2010 as Vice President of Operations and went on to serve as S&P Global's Chief Strategy Officer, where she was responsible for the execution and measurement of S&P Global's continuing expansion of its global footprint. Most recently, she served as Head of Risk Services in S&P Global Market Intelligence, where she helped monetize and leverage S&P Global's significant risk intellectual property to serve clients in managing complex risk challenges.

Ms. Cheung also serves as the Executive Sponsor for the Asian Professionals for Excellence (APEX), and has active involvement in other S&P Global ERGs including Women in Technology (WIT), Women's Initiative for Networking Success (WINS) and S&P Global's LGBTQ+ & Friends ERG (Spectrum). Ms. Cheung's philanthropic efforts include support for organizations such as Upwardly Global and YWCA.

Prior to joining S&P Global, she worked in the consulting industry, first in Accenture's Financial Services Strategy group and later as a Partner at Mitchell Madison Consulting. She holds a bachelor's degree in

Commerce and a master's degree in Business Studies from University College Galway.

### **John Berisford, President | S&P Global Ratings**



John Berisford is President of S&P Global Ratings. He has ultimate responsibility for all aspects of the business, including commercial, analytical, control, and operations functions.

S&P Global Ratings is regulated in many of the countries in which it operates, and John is a director of two of its largest legal entities, Standard & Poor's Credit Market Services Europe Limited and Standard & Poor's Financial Services LLC. John also serves as Chairman of the Board of Directors of CRISIL (NSE: CRISIL), an S&P Global company.

Previously, he served as Executive Vice President of Human Resources for the Company. In this role, he was instrumental in creating and executing on the Company's Growth and Value Plan, resulting in the creation of McGraw Hill Financial and the sale of McGraw Hill-Education. He led the initiative to create the Company's focused Business Unit operating model while strengthening the HR function with new capabilities to support the Company's growth and performance goals. John also drove the succession process that enabled a seamless CEO transition in 2013.

Before joining the Company in 2011, John spent 22 successful years at PepsiCo where he spearheaded a number of important global initiatives and transformations. Among other strategic projects, he led the integration after PepsiCo acquired the independent Pepsi Bottling Group into its overall corporate structure.

Mr. Berisford holds a bachelor's degree in political science from West Liberty College in West Virginia and a master's degree in labor and industrial relations from West Virginia University.

### **Warren Breakstone, Chief Product Officer | S&P Global Market Intelligence**



Warren Breakstone is Managing Director and Chief Product Officer, Data Management Solutions for S&P Global Market Intelligence. He is responsible for the profitable growth and product innovation of data feeds, APIs, and other digital distribution platforms and associated content. Warren also leads the S&P Global Marketplace initiative, which is designed to unlock technical capabilities and distribution of select third party content and alternative data. In January 2019 his role expanded to include oversight of CUSIP Global Services and Trucost, an Environmental, Social & Governance risk assessment capability. Warren is a member of the division's executive team.

With over 25 years in the banking and financial information services industry, Warren has held senior leadership positions across a variety of global businesses including Thomson Reuters, Primark and Chase Manhattan Bank. He joined S&P Global in May 2015.

Warren earned a bachelor's degree from Clark University and Master of Business Administration from the George Washington University. He is a member of the Board of Directors for New York American Heart Association and formerly served on the Scarsdale Library Board of Trustees.

## THE CMO VIEW

### Randall Rothberg, Chief Executive Officer | Interactive Advertising Bureau (IAB)



Randall Rothenberg is the CEO of the Interactive Advertising Bureau, the trade association for interactive marketing in the United States. The IAB represents over 600 leading media, marketing and technology companies. Its members include Google, Yahoo, Microsoft, AOL, The New York Times, Walt Disney Co., NBC Universal, CBS, Cars.com, and scores of other ad-supported digital companies, which are responsible for selling more than 86% of online advertising in the U.S. To support the growth of the interactive advertising and marketing industries, the IAB serves as the industry's public policy and lobbying organization, market and consumer research center, training and development base, and hub for the development of technical standards and operating best practices. The IAB has 45 affiliate associations around the world.

Mr. Rothenberg led the IAB from 2007 through 2010, and rejoined the association in March 2011, after a stint as Executive Vice President and Chief Digital Officer of Time Inc. Prior to his IAB role, Mr. Rothenberg was the Senior Director of Intellectual Capital of Booz Allen Hamilton, the international strategy and technology consulting firm, where he oversaw business development, knowledge management, and thought leadership activities, and directed the award-winning business journal strategy+business, Strategy+Business Books, [www.strategy-business.com](http://www.strategy-business.com), and other electronic and print publications published by Booz Allen for senior business executives. Previously, he served as the firm's Chief Marketing Officer.

Prior to Booz Allen, Mr. Rothenberg spent six years at The New York Times, where he was the technology editor and politics editor of the Sunday magazine, the daily advertising columnist, and a media and marketing reporter. For 10 years, he was a marketing and media columnist for Advertising Age. Mr. Rothenberg is the author of *Where the Suckers Moon: An Advertising Story* (Alfred A. Knopf, 1994), a critically-acclaimed chronicle of the birth, evolution, and death of a single advertising campaign.

Mr. Rothenberg received an undergraduate degree in Classics from Princeton University and currently lives in New York City.

### Melissa Grady, Chief Marketing Officer | Cadillac



Melissa Grady was appointed Global Chief Marketing Office, Cadillac in September 2019. As CMO, Melissa will lead strategic marketing for the Cadillac brand around the world, building on the transformational work that has taken place over the past several months. Melissa brings extensive experience leading teams across multiple industries and organizations from entrepreneurial ventures to Fortune 500 companies to the role.

Prior to joining Cadillac, Melissa was Senior Vice President of Digital and e-commerce of Jackson Hewitt, where she was responsible for all digital activities including [jacksonhewitt.com](http://jacksonhewitt.com) as well as the implementation of a "hyper-local" digital media program across several thousand locations. Before Jackson Hewitt,

Melissa led the Digital Acquisition on the Global Marketing team at MetLife and Global Analytics, e-Commerce Marketing and CRM teams at Motorola.

During her time with Motorola, she led the charge on re-launching the brand's e-commerce initiative, bringing triple digit growth in a matter of weeks. By combining traditional CRM with display and analytics, Motorola was able to develop a data driven, closed loop program.

Melissa has in-depth expertise in data driven marketing and technology, including new and emerging approaches and has spoken at several conferences including AdWeek, AdExchanger, IAB, Incite, and LIMRA events.

She earned a Master of Science in Integrated Marketing with a specialization in Database, Direct, and e-commerce from Northwestern University and holds a Bachelor of Arts from DePaul in Business Administration, with minors in English and Communications.

## **TOOLS OF THE TRADE: PRIVATE EQUITY & FINANCING TRENDS**

### **Patrick Donoghue, Partner; Transaction & Restructuring Advisory Services | BDO**



Patrick Donoghue has more than 30 years of experience as an advisor to Private Equity & Hedge Funds, S&P 500 & Middle Market Companies, leading Financial Institutions, and law firms. He has extensive experience in providing investment and financing transaction support that are critical to an organization's investment decisions. By understanding a company's thesis, Mr. Donoghue provides the hands-on, value-added advice clients need with growth, distressed, and special situation investment opportunities. He has helped clients achieve excellent results from their complex business decisions by assembling, managing, and integrating the knowledge of various professionals into creative value-added solutions.

Mr. Donoghue has diverse industry experience including banking and capital markets, consumer and industrial products, energy and power, healthcare, media and entertainment, real estate, retail, specialty finance, technology, transportation and logistics. He has a unique portfolio of functional service skills including investment due diligence, business plan reviews, market assessments, financial reporting support, capital structuring advice, valuation, merger integration, performance improvement, restructuring and interim management.

Mr. Donoghue has significant experience with high profile leveraged buyouts, mergers & acquisitions, financing transactions, and various securities offerings, including Initial Public Offerings, private placements and syndicated loan transactions. In addition, he is experienced in high profile financing workouts, restructurings, turnarounds, forensic investigations and litigation cases.

Prior to joining BDO, Mr. Donoghue successfully developed and led the NY Office Transaction Advisory and Valuation services practice at FTI Consulting and he was a Partner in Arthur Andersen's New York practice. In addition, Mr. Donoghue obtained his credit risk management experience with ING Capital, auditing experience with Price Waterhouse and corporate financial reporting experience with W.R. Grace.

## Darren Glatt, Partner and Co-Head of Infrastructure Investing | Searchlight Capital Partners



Mr. Glatt is a Partner and Co-Head of Infrastructure Investing at Searchlight Capital Partners, overseeing the firm's efforts in the Technology, Media and Telecommunications ("TMT") sectors. Prior to joining Searchlight in 2013, Mr. Glatt worked as a Partner in the Private Equity Group at Apollo Management, L.P., where he focused on both equity and credit investing in a range of industries that included TMT, Consumer, Leisure and Shipping, among others. Mr. Glatt also held positions at Apax Partners and The Cypress Group. He started his career at Bear Stearns in 1998 in New York. Mr. Glatt is a currently a member of the Boards of Bezeq, B Communications Ltd., MediaMath, PatientPoint and Rackspace, and formerly a member of the Boards of Charter Communications, Ocean Outdoor, 160over90, PlayPower, Veritable Maritime and Core Media. Mr. Glatt received a BS from The George Washington University, and an MBA from Harvard Business School.

## Drew Miller, Managing Director | AB Private Credit Investors



Drew Miller is a Managing Director of AB Private Credit Investors, where he leads West Coast originations across a variety of industries. Miller joined AB in 2015 after spending 11 years at GE Capital's Sponsor Finance Group (now Antares Capital), where he originated investments in the technology and media industries. Miller's experience at GE Capital also included several years of underwriting, portfolio management and debt restructuring in the media industry. Prior to joining GE Capital in 2004, he worked for KPMG. Miller holds a BA in international relations from the University of Memphis and a MAcc from the University of Southern California.

## TOOLS OF THE TRADE: LEGAL TRENDS

### Rob Dickey, Partner | Morgan Lewis



Robert W. Dickey advises US and non-US based companies with respect to their most important mergers, acquisitions, divestitures, and other strategic transactions. He also counsels executives, in house counsel, and boards of directors on a wide range of critical corporate matters, including fiduciary duties, corporate governance, and securities law compliance.

Rob has represented a large number of companies in the media and technology industries, most recently Pearson plc in the sales of its K-12 curriculum business and its remaining stake in Penguin Random House, and SmartBrief in its sale to Future plc.

Rob oversees the firm's M&A Academy, a series of tailored webinars designed to provide a comprehensive M&A overview for M&A professionals and others who deal with M&A issues. He speaks frequently on trends in the M&A legal arena and the media and technology industries.

## MID-DAY KEYNOTE

### John Rose, Managing Director & Senior Partner | Boston Consulting Group



John Rose is a Senior Partner and Managing Director in the New York office of The Boston Consulting Group. He is a BCG Fellow focused on data privacy and digital identity. He also leads BCG's Americas Media and data/analytics practices. He founded and ran BCG's US Private Equity practice. Mr. Rose joined BCG from EMI PLC, where he was Group EVP, responsible for strategy and corporate development, digital distribution, global operations, and government affairs. Prior to EMI, he spent 20 years at McKinsey & Co., as a Director, where he led the global media practice and was deeply involved in serving tech, telecom, and private equity clients.

Mr. Rose's consulting work includes a multi-year effort for World Economic Forum on big data; transformation of a leading newspaper and broadcasting company; growth strategy for a leading cable Multiple System Operator (MSO); multi-screen content strategy for a US telecommunications company; digital strategy for a leading cable network; acquisition of a major TV station group; ad sales effectiveness efforts and cost restructuring for newspaper, broadcasting, and magazine companies; incubation of new social/interactive TV studio; growth strategy for a leading web and mobile content services company; and incubation and build of a leading sports Internet portal. Mr. Rose holds his BA in Mathematics, summa cum laude, from Wesleyan University, where he was awarded the Graham Prize for Natural Science. He earned his master's degree in Public and Private Management from Yale University. Outside of work, he serves as Vice Chair of the New York Public Radio Board of Trustees.

### Philippe Krakowsky, EVP & COO | Interpublic Group of Companies (IPG)



Philippe Krakowsky is Interpublic's Chief Operating Officer. As COO, Philippe works with Chairman and CEO Michael Roth to manage business operations across Interpublic. Philippe is also the Chairman of Mediabrands and oversees IPG's independent companies Acxiom, Carmichael Lynch, Deutsch, Hill Holliday, Huge, and R/GA. During his long tenure at IPG, Philippe served as Chief Strategy and Talent Officer, positions he continues to hold. Prior to being named Chief Operating Officer, Philippe also held the role of CEO of Mediabrands, leading the 10,500-person unit that oversees marketing investment for many of the world's most iconic brands. In that role, he strengthened the group's leadership position in digital and data-driven marketing and increased its collaboration across the

IPG network. Since joining IPG in 2002, Philippe has implemented major strategic actions that have helped us become an industry leader. These include the decision to embed digital and emerging media capabilities across the group's portfolio, and the creation of both Mediabrands and IPG's Healthcare Council, which he chairs. In 2018, Philippe was the key architect of IPG's \$2.3 billion acquisition of Acxiom, the data and solutions company that has developed one of the world's most extensive consumer data assets and that is just as importantly known for its leadership in data privacy and data ethics. Additionally, Philippe is responsible for designing many of the integrated, cross-agency client teams that have become a hallmark of Interpublic's success and oversees talent management, training and development, benefits and IPG's industry-leading D&I initiatives. He has served on the boards of several IPG companies, including Huge and the IPG-backed O'Keefe Reinhard & Paul; he mentors start-ups as part of R/GA's Accelerator; and he served as interim CEO of FCB for much of 2013, during the agency's leadership transition. He also oversees IPG's business development and corporate communications functions. Prior to IPG, Philippe led the differentiation of Young & Rubicam in the marketplace during its transformation to a public company. Previously, he led the

positioning for BBDO when that agency carved out a niche as one of advertising's premier global creative networks. Originally from Mexico, Philippe holds an A.B. from Harvard University. He started his career as part of the team that built and ultimately sold an artificial intelligence software company to Apple Computer. He's been inducted into the American Advertising Federation's Hall of Achievement, the premier honor for marketing services professionals under age 40.

## THE VENTURE VIEW

### Greg Coleman, Entrepreneur In Residence | Lerer Hippeau



Greg Coleman is an Entrepreneur in Residence at Lerer Hippeau Ventures and sits on numerous boards at the intersection of technology, media and advertising including BuzzFeed Japan, Eyeview, LoopMe, Skimlinks, and Botify. Most recently, Greg was the President of BuzzFeed and advertising technology company Criteo. He has previously held roles as President and Chief Revenue Officer at the Huffington Post and the EVP of Global Sales at Yahoo. Greg also served as President of Platform-A at AOL from February to April of 2009 and was formerly Senior Vice President of Reader's Digest Association and president of U.S. Magazine Publishing. At CBS, Inc., he spent 10 years leading advertising efforts for Woman's Day as Vice President and National Sales

Manager. Coleman holds a B.S. degree in Business Administration from Georgetown University and attended the M.B.A. program at New York University. He currently lives in Greenwich Village with his wife and children and is an adjunct professor at New York University's Stern School of Business where he teaches a class on digital marketing and innovation.

### Eric Hippeau, Partner | Lerer Hippeau



Eric Hippeau is a Managing Partner at Lerer Hippeau. Previously, Eric was the CEO of The Huffington Post, in which he had invested as a Managing Partner at Softbank Capital. Eric has also served as Chairman and CEO of Ziff-Davis, former top publisher of computer magazines. Eric sits on the board of Buzzfeed, a portfolio company, and Marriott International. He was educated at the Sorbonne University in Paris.



## CLOSING KEYNOTE FIRESIDE CHAT

### Wilma Jordan, Founder & Chief Executive Officer | JEGI



As leader of the most successful independent investment bank for the media, information, marketing, software and tech-enabled services sectors since 1987, Ms. Jordan has been instrumental in completing more than 700 M&A transactions for global corporations, private companies, entrepreneurs, and private equity and venture capital firms.

Ms. Jordan's Best Practices approach to M&A advisory services has been influential in forging the firm's reputation for overall excellence, integrity, and the ability to maximize value for its clients. Her experience includes having founded, owned, managed, advised and served on the Boards of Directors of media, marketing, interactive and technology companies.

Ms. Jordan was one of the founders and initial shareholders of the 13-30 Corporation. She also participated as shareholder, Chief Operating Officer and principal negotiator in the revitalization and 1986 sale of the Esquire Magazine Group. Ms. Jordan has served on the Boards of Directors of four public companies – Lin Broadcasting (NYSE), Lin Television (NASDAQ), Clayton Homes (NYSE) and Lin TV (NYSE). She is a member of the Board of Directors of Connectiv, a global business information association and a division of SIIA. She is also on the Board of Directors of JTV (Jewelry Television), the premier online and television jewelry shopping destination with extraordinary products at extraordinary prices. In addition, Ms. Jordan is a Trustee of Guideposts, Inc. and a Distinguished Speaker at the University of Tennessee's Neel Corporate Governance Center; she received the University of Tennessee's Accomplished Alumni Award in 2016. In 2017, she received the University of Tennessee's Distinguished Alumna Award, the single highest alumni award given, reserved for alumni who have excelled at the national or international level.

### Steven Swartz, President & Chief Executive Officer | The Hearst Corporation



Steven R. Swartz became President and Chief Executive Officer of Hearst, one of the nation's largest diversified media, information and services companies, on June 1, 2013, having worked for the company for more than 20 years and served as its chief operating officer since 2011.

Hearst's major interests include ownership in cable television networks such as A&E, HISTORY, Lifetime and ESPN; global financial services leader Fitch Group; Hearst Health, a group of medical information and services businesses; transportation assets including CAMP Systems International, a major provider of software-as-a-service solutions for managing maintenance of jets and helicopters; 33 television stations such as WCVB-TV in Boston, Massachusetts, and KCRA-TV in Sacramento, California, which reach a combined 19 percent of U.S. viewers; newspapers such as the Houston Chronicle, San Francisco Chronicle and Albany Times Union, more than 300 magazines around the world including Cosmopolitan, ELLE, Men's Health and Car and Driver; digital services businesses such as iCrossing and KUBRA; and investments in emerging digital entertainment companies such as Complex Networks.

Swartz, 57, is a member of the Hearst board of directors, a trustee of the Hearst Family Trust and a director of the Hearst Foundations.

He was president of Hearst Newspapers from 2009 to 2011 and executive vice president from 2001 to 2008. From 1995 to 2000, Swartz was president and chief executive of SmartMoney, a magazine venture

launched by Hearst and The Wall Street Journal in 1991 with Swartz as founding editor. Under his leadership, SmartMoney magazine won two National Magazine Awards and was Advertising Age's Magazine of the Year. Swartz began his career in 1984 as a reporter with The Wall Street Journal after graduating from Harvard. He served as an editor on the Journal's Page One staff from 1989 to 1991.

Swartz is chairman of the Associated Press and a member of the board of directors of ESPN and Lincoln Center for the Performing Arts, where he is co-chairman of the Nominating and Governance Committee for the board and chairman of the Lincoln Center Corporate Fund. He is a trustee of NewYork-Presbyterian Hospital—where he co-chairs the Budget and Finance Committee—co-chairman of the Partnership for New York City and a member of the Business Roundtable.

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