

AGENDA

The Future of Marketing Transformation & Data Privacy

Executive Dinner

SPEAKERS



Ted Sfikas
Field CTO
Amplitude



Adam Yapkowitz
AVP of Sales
Amplitude



Amen Boyd
Head, Digital
Marketing & Media
Strength of Nature



Yasmine Ndassa
VP Data Strategy &
Analytics
Sylvan Road Capital
LLC



Ibrahim Jackson
Founder & CEO
Ubiquitous Preferred
Services



Jean-Paul Elbekian
VP of Marketing
Greensky



Mandi Cox
Director, Digital
Marketing &
Communications
Honey Baked Ham

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**THE FUTURE OF MARKETING
TRANSFORMATION & DATA PRIVACY**



August 20, 2025

5:30 PM-9:00 PM

Eastern Time

This private gathering will explore the future of marketing transformation, the evolving role of data privacy and regulatory

changes, and how organizations are adapting to a rapidly shifting MarTech landscape. As technology continues to reshape customer engagement, measurement, and strategy, this dinner offers a unique opportunity to exchange ideas, gain fresh insights, and connect with peers driving innovation in the field. Enjoy a world-class dining experience while engaging in thought-provoking conversations with top executives and industry experts. Discuss key challenges, or stay ahead of emerging trends, this event is designed to inspire, inform, and foster high-value connections.

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