

# AGENDA

The Future of Marketing Transformation & Data Privacy

## Executive Dinner

### SPEAKERS



**Ted Sfikas**  
Field CTO  
[Amplitude](#)



**Adam Yapkovitz**  
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  
[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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