

# Monday, September 18<sup>th</sup>

# Tuesday, September 19<sup>th</sup>

8:30am – Opening Address – Independence Ballroom AB

## A Day in the Life of Your Customer

**Roy Barnes** – President, Blue Space & Author, “For Dummies, Customer Experience”

9:30am – Keynote – Independence Ballroom AB

## Emotional Response - Product & Experience Optimization through Emotional Response

**Timothy Stackhouse** – Director, Product Experience @ Comcast

10:30am – Independence AB

## Product Roadmapping & Vision Planning

**Peter Duggan** – SVP, Product Management @ ComputerShare



10:30am – Independence D

## Building a Culture of Innovation

**Dante Murphy** – Sr. Director, Customer Experience Strategy @ Epsilon



11:15am – Independence D

## Omni-Channel Strategy, Framework & Design

**Philip Heness** – Market Development Manager @ Electrolux

11:15am – Independence AB

## Grass Roots Product Management

**Marcus Tewksbury** – CTO @ UTU.ai



1:00pm – Independence AB

## Strategic Partnerships for Product Success

**Scott Stokke** – Director, Product Management @ First Advantage



1:00pm – Independence C

## Collaborative Innovation

**Karen Lee Coyle** – SMART Technology Product Owner @ QuintilesIMS



1:00pm – Independence D

## Maximizing Your Return on Customer Experience

**Rama Mahanajan** – Customer Experience & Outcomes Leader @ GE Renewable Energy



2:00pm – Independence AB

## Product Launch Planning

**Starr Taur** – Senior Director of Product Management @ Thomson Reuters



2:00pm – Independence C

## Collaborative Experience Design

**Hope Blaythorne** – Customer Success Evangelist @ Red Hat



2:00pm – Independence D

## Customer Segmentation & Lifetime Value

**Vamsi Krishna Duvvuri** – Director, Customer Analytics @ KPMG



3:00pm – Independence AB

## Design Thinking Tools for Your Kit

**Michelle Histand** – Director of Innovation @ Independence Blue Cross



3:00pm – Independence C

## Voice of Customer Excellence

**Craig Bachman** – Director of User Experience @ EPAM Systems



3:00pm – Independence D

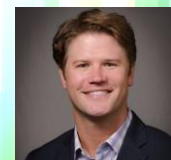
## Customer Measuring & Monitoring

**Christopher Kraus** – VP, Experience @ Mashimoto

4:00pm – Independence AB

## Top 20 Product Management Ideas from Leading Companies

**Dave Zasada** – SVP, Product Management @ ACT



4:00pm – Independence D

## Customer Experience Maturity Framework

**Andrew Collier** – Sr. Manager, Digital Commerce @ GE



8:30am – Opening Address – Independence Ballroom AB

## Building a Customer-Centric Organization

**Tony Sanchez** – VP, Transformation Team, Customer Experience @ Comcast



9:45am – Keynote – Independence Ballroom AB

## Growth Strategies Across the Product Lifecycle

**Bob Clark** - VP Marketing & Brand @ Herr's



9:45am – Keynote – Independence Ballroom D

## The Benefits of Employee Experience on CX

**Hillary Hanh** – VP, Customer Experience Innovation @ Sykes



11:00am – Independence AB

## Strategic Product Management

**Amy Wilson** – SVP, Product Management @ Planalytics



11:00am – Independence C

## Persona Development & Utilization

**Cheryl Lockett Zubak** – UX Learning Experience Designer / Customer Development, Research & Storytelling @ Vertex, Inc.



11:00am – Independence D

## Journey Mapping Workshop 1

**Roy Barnes** – Founder/Advisor @ Blue Space & Author, “Customer Experience for Dummies”



1:00pm – Independence AB

## Horizon Planning

**Dave Zasada** – SVP, Product Management @ ACT



1:00pm – Independence C

## Customer-Driven Innovation

**Kunal Majmudar** – VP, Rewards Manager @ TD Bank



1:00pm – Independence D

## Journey Mapping Workshop 2

**Roy Barnes** – Founder/Advisor @ Blue Space & Author, “Customer Experience for Dummies”



2:15pm – Independence AB

## Product Lifecycle Management & Analytics

**Toni Butler** – Corporate Leader, Product Line Management Center of Excellence @ DuPont



2:15pm – Independence D

## Customer Experience Competency

**Thomas Hillhouse** – Speaker, Consultant & Thought Leader

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[www.TCXUX.com](http://www.TCXUX.com)