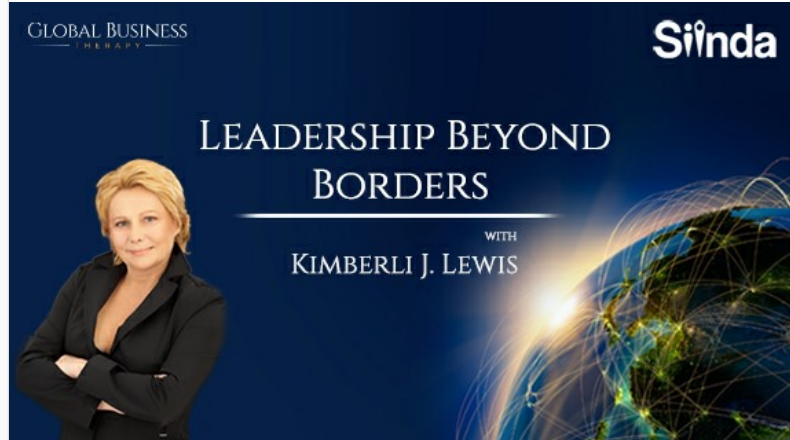


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July 28th 2020: **Encore Storytelling in a Digitally Connected World**

The Importance of Storytelling cannot be underestimated. The world we live in today could not exist without the influence from past generations, the experiences from people across the globe and the experiences from those that surround us. As creatures of habit and tradition we instinctively hand down lessons and share knowledge. We crave communal knowledge, which very often comes from the stories we share. It is one of the most traditional and human processes. Great stories often reflect the world we live in now, combined with the world we do not know or can only imagine. But the world w

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Featured Guest



Christian Ward

Christian J. Ward is the Chief Data Officer and Executive Vice President at Yext. Yext, the Search Experience Cloud company, exists to help brands regain and maintain a direct relationship with their customers. With a mission to provide perfect answers everywhere, Yext puts businesses in control of their facts online. Christina focuses on the expanding applications of knowledge graphs and data asset optimization, helping Yext clients identify, value, and structure their knowledge graphs to maximize their data value. He is the co-author of the Amazon top release Data Leverage: Unlocking the Surprising Growth Potential of Data Partnerships He has served as Chief Data Officer of SourceMedia

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