



Technology Revolution: The Future of Now
Wednesday at 8 AM Pacific/11 AM Eastern
**February 22nd 2017: Blockchain Technology:
Turning Marketing on Its Head?**

The buzz: "Blockchain is much bigger than Bitcoin and its reach is far more holistic." (forum.daohub.org) In search of the holy grail of a unified customer profile, marketers have built massive databases for up-sells, cross-sells, promotions, retention. But what if the customer forces you to PAY THEM to access and use their data, read your ad, view your video, attend your seminar? Welcome to the new reality of blockchain technology. Best known as the infrastructure for Bitcoin, blockchains are altering the marketer-customer relationship. The experts speak. Jeremy Epstein, Never Stop Marketin

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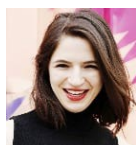
Featured Guests



Jeremy Epstein

Jeremy Epstein, CEO of Never Stop Marketing, has 20 years of international marketing experience. Most recently, he was VP, Marketing at Sprinklr which grew from a \$20 million valuation and 30 people to \$1.3 billion valuation and 900 people in 3 years.

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Amanda Gutterman

Amanda Gutterman is CMO at ConsenSys, a venture production studio and custom software development consultancy building decentralized applications (DApps), enterprise solutions, and developer tools for blockchain ecosystems, focused primarily on Ethereum.

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Joel Monegro

Joel Monegro is an investment analyst at Union Square Ventures (USV), where he focuses on developing the firm's blockchain thesis and investment strategy. USV is widely recognized as a blockchain thought leader among venture capital firms.

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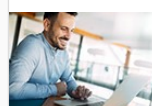
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