



Online Channel Management Summit

Wednesday, September 19th

Public Summit

Weiboldt Hall | Kellogg School of Management | 340 East Superior Street | Chicago, IL 60611

Thursday, September 20th, 2012

Exclusively for Current Clients

Channel IQ Offices | 350 West Ontario | 7th Floor | Chicago, IL 60654

Official Agenda

www.ciqsummit.com





Welcome to the 2nd Annual Channel IQ Online Channel Management Summit September 19-20, 2012

This year we've assembled a diverse group of online industry experts, key thought leaders, and advocates from a broad spectrum of verticals in the online retail and manufacturing space to discuss topics relevant to you today and to the future of online brand protection and online sales and marketing. This year you will once again be able to take advantage of the valuable presentations, panel discussions, breakout sessions, and ample opportunities for one-on-one conversations and networking.

About the Location:



The Kellogg School of Management
at Northwestern University

Weiboldt Hall
340 East Superior Street
Chicago, IL 60611

Just steps off Lake Michigan, The Kellogg School of Management at Northwestern University was founded in 1908. Widely recognized as a global leader in management education, it is home to a renowned, research-based faculty and MBA students from around the globe. The Kellogg School's academic portfolio includes the Full-Time, Part-Time and Executive MBA Programs and the nondegree Executive Education Program.

The school offers three joint-degree programs: the JD-MBA, MD-MBA and the MMM (MBA-MEM). Additionally, the Kellogg School of Management offers an Executive MBA Program in Miami and has alliances with business schools in Europe, Asia, the Middle East and Canada.

At This Year's Summit You Will:

- **Discuss and Explore Solutions** to some of your online channel business' most current and relevant pain points
- **Meet with industry experts** and specialists to find answers tailored specifically to your business needs
- **Learn better ways to create and communicate** your online channel programs and brand protection initiatives
- **Work with the tools** to help build a network of trust between your retailer network and your consumer
- **Get decisive information** on how to better protect your business' reputation from gray market sellers and goods
- **Get a first look** at cutting-edge research from online industry experts
- **Learn the steps** you need to take as a manufacturer or retailer to protect yourself from brand and intellectual property infringement
- **Take away the knowledge you need** to further improve your online channel strategy

Don't miss out on your chance to:

- **Network** with channel management specialists, retail pricing experts, brand enforcement litigation, and retail and manufacturing executives attacking the same issues
- **Learn** from industry experts, innovators and leaders how to make the most of your online channel initiatives
- **Share** your wins and best practices with peers from multiple verticals to help drive the improvement of online channel standards



**Day One: Weiboldt Hall: Kellogg School of Management
Morning Sessions - 7:30 AM - 12:00 PM, September 19, 2012**

7:30 AM – 8:30 AM Continental Breakfast & Registration - 4th & 5th Floors

8:30 AM – 8:45 AM Welcome - Room 147
Jonathan Laverentz, Director of Marketing, Channel IQ

8:45 AM – 9:30 AM Keynote Address
Consumer Online Shopping Trends (Mobile, E-commerce Market Trends and Showrooming)

Gian Fulgoni, Chairman, comScore

We've all heard the new buzzwords, "Showrooming" and "M-Commerce" and many have experienced it, or are feeling the financial effects.. In his keynote Mr. Fulgoni draws on his considerable experience in online consumer measurement to expand on eCommerce market trends. His address will include the issues facing the brick-and-mortar retailer vs. the online retailer, eCommerce growth trends, consumer shopping patterns and perceptions, mobile commerce trends and showrooming statistics and trends.

9:30 AM – 10:15 AM State of the Industry Address
The Future of Online Pricing & Channel Management
Wes Shepherd, CEO, Channel IQ

Special Guest Speaker: Kerry Moyer, Senior Director, Consumer Electronics Association

As the leading online retail intelligence provider to manufacturers, Channel IQ has a bird's eye view of even the smallest trends affecting manufacturers. Utilizing facts and data points gathered across the customer base and Channel IQ's data; Mr. Shepherd shares his vision of the past, present and future of online channel management. How will manufacturers change and manage advertising support, policy, pricing, distribution, and marketing with respect to the internet? How will they better protect their brands and channel investment? Kerry Moyer from The Consumer Electronics Association joins Mr. Shepherd to share an insightful look by adding the retailer's perspective to current eCommerce pain points, climate and trends. This presentation will pique the curiosity of Manufacturers and Retailers alike, and will provide an opening conversation to the broader topics shaping the future of channel management.

10:15 AM – 10:45 AM Morning Break

10:45 AM – 12:00 PM Morning Panel - Room 147
eCommerce Pain Points: Marketplace, Showrooming, and more

MODERATOR: Katie Deatsch, Senior Editor, Internet Retailer
Andrew D'Amico, Partner, Vendor Counsel
Frank Sadowski, Partner, Chief Executive Office, NHT Audio, LLC
Kerry Moyer, Senior Director, Consumer Electronics Association
Danny Silverman, Director, Sales Support, etailing solutions
Herman J. Sperling, CEO, HJS Markets LLC
Rob Streeter, VP, Product Management, HookLogic

In our first panel discussion of the day, these industry-leading experts will explain some of the leading pain points facing the eCommerce industry right now. From their unique perspective as marketplace owner, creator and manufacturer, the participants will offer a candid and open platform to get answers to your big questions. We've got some of our own, but we welcome you to submit your questions before the summit so we can all benefit from the answers together.

12:00 PM - 1:00 PM Lunch - 5th Floor

1:00 PM - 3:15 PM Afternoon Sessions - Rooms 147 & 150

We've packed your afternoon full of opportunities and information by breaking it down into four sessions and four breakouts so you have the ability to choose the topics that interest you most. If time permits, there will be Q&A at the end of each session. Please submit unanswered questions from your tracks to the summit staff so they may be answered by the experts in our afternoon panel.



	Room 147 MAPP & Retail Data	Room 150 Brand Protection & Engagement
SESSIONS	1:00 PM - 2:00 PM: Session One	
	Pricing With Respect to the Internet	Proactively Protecting Your Brand Online
	2:00 PM - 2:15 PM: Session Break	
	2:15 PM - 3:15 PM: Session Two	
	Asymmetric Spillovers in MAPP Violations	Protecting Your Brand Online Through Relationship Building

Pricing With Respect to the Internet: An Overview of Do’s, Don’ts, What Works and What Doesn’t.

Eugene F. Zelek, Jr., Partner, Freeborn & Peters LLP
Ian MacDonald, Partner, Gowling Lafleur Henderson LLP
Herman Sperling, CEO, HJS Markets LLC

Learn the basics of pricing from a legal perspective from Gene Zelek, pricing expert and prominent MAP policy creator for manufacturers. If your organization is currently managing a MAP (Minimum Advertised Price) program or exploring the plausibility of a program, this invaluable session offers legal insight into pricing trends and effectiveness with respect to the internet. We will discuss how manufacturers are currently attempting to resolve pricing issues in the ebb and flow of a dynamic eCommerce climate to mitigate channel conflict; and how sweeping changes to Canadian pricing policy may affect your business if you are doing business in Canada, and some first-hand experience from panelist/participants as to what is working and what isn’t.

Proactively Protecting Your Brand Online: Taking Steps to Avoid Brand and Intellectual Property Infringement in Global eCommerce

Larry W. McFarland, Partner, Keats McFarland & Wilson LLP
David Howell, Intellectual Property Legal Services, Reputation, Global Domain & Compliance Mgmt Consultant, Channel IQ

With the transparency and speed of evolution that the digital world is undergoing, mitigating brand, trademark, and intellectual property loss across all digital channels on a global scale needs to be a primary focus for every business. Your name and products are how consumers interact with your brand. Don’t let your brand or product’s reputations be tarnished by imposters or counterfeiters in the global market. In this session we will discuss the importance of digital brand protection, how different verticals in the online and offline marketplace are impacted by brand and trademark infringement, and how manufacturers and retailers are applying industry best practices to quickly resolve some of today’s common brand protection issues.

Asymmetric Spillovers in MAPP Violations: Does It Matter to an Authorized Dealer Whether Violators are Authorized or Not? Implications for Monitoring and Enforcement of MAP Policies

Anne Coughlan, John L. & Helen Kellogg Professor, Kellogg School of Management
Gina Bergmann, Sr. Director, Sales Operations & Strategic, QSC Audio

This session will encompass topics that continuously draw us into heated conversations. How do you manage MAPP violations for authorized and unauthorized distributors? We will look at cases across the industry, show you how to digest and create action items out of retail analytic data, help you understand implementation of MAPP best practices, and recognize what an aggressive enforcement policy for violations may mean to your organization.

Protecting Your Brand Online Through Relationship Building: The Value of the Authorized Manufacturer – Retailer Relationship in Creating Consumer Confidence

Scott Matthews, CEO and President, WebCollage
Noah Herschman, Chief Merchant, eBay Electronics Store
Herman J. Sperling, CEO, HJS Markets LLC

A key in building the consumer confidence in a connection between a manufacturer and retailer is the ability to verify the relationship. Retailers with a higher reputation and more visible relationship to the Manufacturer consistently convert higher. This session will discuss the parallels between verification and reputation, and what retailers and manufacturers can do to improve the consumer experience.



1:00 PM - 3:15 PM Breakout Groups - Rooms 265, 267, 269

Our breakout sessions are round-table discussions designed to allow more intimate conversations with the experts on advanced topics which are high priority in your organization. Register at the event table on the 4th floor. Breakout sessions are limited to a maximum of six persons on a first-come-first-served basis. No one will be admitted without prior registration.

	Room 265 Advanced MAPP & Retail Data	Room 267 Advanced Brand Protection & Engagement
Breakouts	1:00 PM - 2:00 PM: Session One	
	Advanced MAPP Research and Participation Forum Anne Coughlan & Team	Advanced Dealer Engagement and Proactive Channel Management Jeffrey Messer Frank Sadowski
	2:00 PM - 2:15 PM: Session Break	
	2:15 PM - 3:15 PM: Session Two	
	Advanced MAP and Retail Pricing Strategy in US & Canada Eugene F. Zelek Ian MacDonald	Advanced Brand and Intellectual Property Protection Tactics David Howell Larry W. McFarland

3:15 PM – 3:45 PM Afternoon Break

Another chance to follow up on those messages, reply to the emails, more networking, and stretch your legs. Grab a beverage and get ready for our afternoon panel.

3:45 PM – 4:30 PM Afternoon Panel - Room 147
Day One Recap: Answering the Tough Questions

- MODERATOR:** Katie Deatsch, Senior Editor, Internet Retailer
 Anne Coughlan, John L. & Helen Kellogg Professor, Kellogg School of Management
 Frank Sadowski, Partner, Chief Executive Office, NHT Audio, LLC
 Scott Matthews, CEO and President, WebCollage
 Kerry Moyer, Senior Director, Consumer Electronics Association
 Larry W. McFarland, Partner, Keats McFarland & Wilson LLP
 Herman J. Sperling, CEO, HJS Markets LLC
 Eugene F. Zelek, Jr., Partner, Freeborn & Peters LLP

To wrap up the day, we'll take a few moments to summarize the day's sessions and then spend some time with a rapid-fire Q&A for our industry-leading expert panelists. This is your chance to get the answers that you may have missed during the day. Once again, this is an open opportunity for honest discussion on the topics you care most about.

4:30 PM – 6:30 PM Pre-Dinner Networking Break and Informal Meeting Time

6:30 PM – 9:30 PM 2012 Client Awards Dinner – Ditka's Chicago Steakhouse

Current Channel IQ Clients are invited to relax and enjoy dinner and drinks just a few steps away from our summit and hotel locations at Chicago's classic steakhouse, Ditka's. Dinner will be followed by our first annual awards presentation celebrating the successes of our clients.



Day Two: Channel IQ Offices

8:00 AM - 4:30 PM, September 20, 2012

(Please Note: This day is for CURRENT Channel IQ Clients Only.)

Day two is an opportunity for you, our clients, to meet and discuss opportunities for success with our industry experts from the summit in one-on-one meetings, spend time with your account executive, meet with other clients, and explore the solutions that Channel IQ has to offer. We will repeat our Technology Demos throughout the day so that you can make the best of your summit

8:00 AM – 9:45 AM Continental Breakfast & Informal Meetings

9:45 AM – 10:00 AM Welcome

Jonathan Laverentz, Director of Marketing, Channel IQ

10:00 AM – 10:45 AM The Channel IQ Roadmap

Wes Shepherd, CEO, Channel IQ

Channel IQ is undergoing a period of dramatic growth and positive change. We are renewing our commitment to you. We are evolving the way our platform works and increasing the services we have to offer. Find out how these changes will improve your relationship with Channel IQ, what's in store for the remainder of 2012, and what's on the horizon for 2013 and beyond.

10:45 AM – 11:00 AM Break

11:00 AM – 12:00 PM Technology Demos

Conference Room 1: Advanced Reporting

Conference Room 2: Badging

Conference Room 3: Case Management

12:00 PM – 12:15 PM Break

12:15 PM – 1:15 PM Lunch & Learn Technology Demos

Please grab your lunch during the break and bring it in to take advantage of a lunchtime demo.

Conference Room 1: Advanced Reporting

Conference Room 2: Badging

Conference Room 3: Case Management

1:15 PM – 1:30 PM Break

1:30 PM – 2:30 PM Technology Demos

Conference Room 1: Advanced Reporting

Conference Room 2: Badging

Conference Room 3: Case Management

2:30 PM – 2:45 PM Break

2:45 PM – 3:30 PM The Channel IQ Roadmap

Wes Shepherd, CEO, Channel IQ

Join Mr. Shepherd as he reviews highlights from his morning roadmap presentation. This will be a more informal opportunity for you to take a deeper look at how Channel IQ is undergoing a period of dramatic growth and positive change; and see what's in store for the rest of 2012, 2013, and beyond.

Thank you for attending the 2012 Online Channel Management Summit



Biographies



Keynote Speaker

Gian Fulgoni

Chairman, comScore Inc.

Gian Fulgoni co-founded comScore Inc., provider of online research data, in August 1999. Before comScore, Gian was president/CEO from 1981 to 1998 of Information Resources Inc., the leading supplier of scanner data to the CPG industry. Under his tenure, IRI's revenue grew at 40% a year to more than \$500 million annually and its market value reached \$1.5 billion. Mr. Fulgoni serves on the board of PetMed Express, an online pet pharmacy.

Speakers and Panelists

Gina Bergmann

Senior Director, Strategic Accounts and Sales Operations, QSC

Gina Bergmann is a 20-year veteran of the music and professional audio products industry and widely regarded as a thought-leader in strategic accounts management. Since joining QSC in 2000, Gina has been instrumental in developing and executing leading-edge strategies that have resulted in the company achieving and maintaining the #1 brand position (by revenue) in U.S. retail sound reinforcement. Recognizing that a company is only as good as its brand reputation, Gina has been a champion for continuous refinement of QSC brand equity programs and policies and has developed the organizational tools for their successful execution across not only the corporate enterprise, but the channel at large.

Anne Coughlan

John L. & Helen Kellogg Professor, Kellogg School of Management

Anne Coughlan is the John L. & Helen Kellogg Professor at the Kellogg School of Management. She joined the faculty in 1985. Coughlan's main research interests are in the areas of distribution channels, sales force management and compensation, and pricing. Current research projects include modeling optimal restocking fees in returns management and how this affects consumer behavior and optimal pricing; optimal sales force diversification and group incentive payments; and an international study of how taxation policies and job challenge interact in the setting of sales compensation in several European countries.

Katie Deatsch

Senior Editor, Internet Retailer

Katie Deatsch is senior editor for Internet Retailer magazine, where she covers mobile commerce and technology, European e-commerce and also writes extensively for the magazine's web site, InternetRetailer.com, and the company's several weekly e-newsletters. Internet Retailer magazine is distributed to nearly 50,000 e-commerce professionals each month, its e-newsletters are read by 46,000 subscribers each week and InternetRetailer.com welcomes 195,000 unique monthly visitors. Before joining Internet Retailer, Katie was internal and external communications manager at online travel company Orbitz Worldwide, where she managed internal communications, aided in external marketing, drafted communications from executives and managed company events including annual meetings and earnings call. Katie holds a B.A. in journalism from Bradley University and has studied internationally at Stirling University in Scotland, UK. She is Fulbright journalism scholar, completing studies at University of Ljubljana and University of Maribor in Slovenia. She also has spent time traveling and living abroad.

Andrew D'Amico

Partner, Vendor Counsel

Andrew (Andy) D'Amico is a consumer products lawyer. Through his company Vendor Counsel he provides transactional advice to companies, from sourcing to branding to sales. Andy specializes in pricing programs and has created and implemented successful pricing programs for companies with innovative products looking to gain market share and mind share with their resellers. Vendor Counsel also assists manufacturers seeking to reign in rogue online retailers who masquerade as legitimate dealers. A native of Chicago, Andy graduated from St. Ignatius College Prep before obtaining a BA from Columbia College in the City of New York. He received his JD from Boston College Law School. Andy now lives in the Boston area with his wife and two children. He is active in a number of corporate counsel groups and in the Consumer Electronics Association.



Speaker and Panelist Biographies, continued

David Howell

Intellectual Property Legal Services, Reputation, Global Domain & Compliance Management Consultant, Channel IQ

David has over 13 years of experience in sales, service delivery and the development of online Brand Protection, Global Domain Management and Reputation Management for fortune 1000 companies and medium size businesses.

Ian MacDonald

Partner, Gowling Lafleur Henderson LLP

Ian practices in the area of competition law and foreign investment review. He has extensive experience advising clients on pricing and distribution matters. He also practices in the area of merger review, having successfully represented clients in a wide range of industries in relation to dozens of merger pre-notification filings under the Competition Act. Ian has also counselled numerous clients in relation to the criminal and other civil provisions of the Competition Act, and assisted clients in responding to information and document production orders and investigations in relation to alleged violations of the Act's civil and criminal provisions. He has prepared competition law compliance policies and conducted competition law compliance seminars for many clients, including in relation to the significant amendments to the Competition Act that took effect in March 2009 and March 2010.

Scott Mathews

CEO and President, WebCollage

Scott Mathews became CEO of WebCollage, the world's leading provider of rich product information to retailer web sites (and their mobile visitors) in October of 2009. Under his leadership, the company grew its customer base by over 250%, increased the audience for its syndicated content by over 900%, and became profitable. Earlier in 2006, Mr. Mathews joined WebCollage as Vice President of Worldwide Sales, where he reorganized the sales organization, identified new business opportunities and opened up new markets. Before joining WebCollage, Mr. Matthews served as a Director of the Eastern Region for Secure Computing (San Jose), an industry-leading network security vendor. He holds a business administration degree from Rochester Institute of Technology and a master's degree in business from Pace University.

Larry W. McFarland

Partner, Keats McFarland & Wilson LLP

Larry W. McFarland's practice focuses on litigation and counseling in all areas of intellectual property law including copyright, trademark, gray market goods, rights of publicity and privacy, and unfair competition. Mr. McFarland has litigated cases involving reverse confusion, copyright infringement, gray market goods, idea submission, cybersquatting, licensing disputes, commercial disputes, trade libel, business torts, trade secrets, work for hire agreements and product piracy. Mr. McFarland's practice includes copyright and trademark litigation, class action defense, intellectual property preliminary injunction proceedings, U.S. Customs work, criminal and civil enforcement efforts, as well as all phases of state and federal court civil litigation including ex parte temporary restraining order and seizure order proceedings and appellate practice.

Jeffrey Messer

GM, Brand Protection Services, Channel IQ

For over 15 years, Jeff Messer has been an innovator in manufacturing and retail industries by creating, developing and managing complex sales and marketing channels. He continues this path as GM of Brand Protection Services at Channel IQ. Prior to his current role, Jeff was the Director of eBusiness and Digital Marketing for BTI, a manufacturer of computer peripherals and power accessories; where he strengthened their business position by developing and executing a comprehensive eCommerce sales and marketing strategy for direct to consumer, distribution partners, and key retailers in North America, and was responsible for all aspects of product information and customer relationship management architecture. His work at BTI was a natural evolution from his eight year tenure as the National Sales Director for Manufacturer at Channel Intelligence, the industry-leading technology and marketing services company; where Jeff worked with numerous Fortune 500 brands in developing and managing crucial aspects of their online channel marketing programs.

Kerry Moyer

Senior Director, Consumer Electronics Association (CEA)

Kerry Moyer is a senior director with the Consumer Electronics Association (CEA), the U.S. trade association representing more than 2,000 consumer electronics companies and owning and producing the continent's largest annual tradeshow, the International CES. Moyer joined CEA in 1995. During his 17-year tenure with CEA, Moyer has served as director of Product Divisions and senior director of Industry Programs. As senior director of Strategic Relations, he was instrumental in the PARA and TechHome mergers with CEA. Presently, he is senior director of Member Relations and works with CEA's Retailer Members through the Audio-Video Retailer Division and Retailer Council. In addition to those responsibilities, Moyer represents CEA on and serves as board chairman of the Electronic Systems Professional Alliance (ESPA). Moyer has over 19 years of retail sales and management experience. Before joining CEA, Moyer served as vice president of advertising and promotions at Audio Associates, a Washington, D.C. area specialty audio-video dealer providing custom installation, sales and service for the home and car. He also worked as an independent manufacturer's sales representative for the Nutech Group.



Speaker and Panelist Biographies, continued

Frank Sadowski

Partner, Chief Executive Office, NHT Audio, LLC

Frank Sadowski is a 38-year veteran of the Consumer Electronics industry. After a significant career with CE/Appliance retailers in Philadelphia, PA and Columbus, Ohio, Sadowski was recruited to build the merchandising team at 800.com. As SVP, he created the concept of an "Authorized Internet Retailer," unheard of at the time, and negotiated authorized status with over thirty Major CE brands, most of which made 800.com their sole authorized Internet pure play. In 2001, Sadowski joined Amazon.com in Seattle as VP Merchandising of the N.A. Electronics Group. In 2002, he added responsibility for the Third-Party Sellers Group (Amazon Marketplace) in electronics. In 2005, Frank moved into the newly created VP Global Electronics Vendor Management position, responsible for developing direct vendor relationships with Amazon's new international CE divisions in Europe and Asia, replicating the work done in North America. In December 2006, Sadowski became EVP of Global Business Development with D&M Holdings, parent company of Denon, Marantz, Boston Acoustics, and other professional electronics companies. From 2006 through 2008, Sadowski also served as President of D&M's Escient brand company. In September 2009, Sadowski purchased a one-third interest in NHT Audio, LLC. As an owner and full partner, Frank opened an e-commerce office in Portland, OR, in January 2010, and is busy planning the next phase of NHT's e-commerce business. An avid cyclist, musician, and wine enthusiast, Frank Sadowski lives with his wife Laura in the Pearl District of Portland, Oregon.

Wes Shepherd

Founder & CEO, Channel IQ

A serial entrepreneur, Mr. Shepherd has over 18 years of proven experience in starting hi-growth technology companies. Prior to establishing Channel IQ, Mr. Shepherd held executive positions as a founder at numerous technology companies, including, most recently Channel Velocity, a channel management solutions company serving brand name manufacturers which he co-founded in 2003. Additionally, prior companies included the first online home improvement e-commerce company, an automotive software firm, and an online comedy entertainment site. Mr. Shepherd has been interviewed by national and regional publications and has been a featured speaker on the subjects of online channel management and marketing.

Danny Silverman

Director, Sales Support, etailing solutions

Danny Silverman is Director of Sales Support at etailing solutions, a division of DL Ryan and part of the Hyper Marketing Inc network, where he is focused on helping brands grow and manage their online presence and sales. Prior to joining etailing solutions, Danny spent over eight years at Johnson & Johnson Family of Consumer Companies. In his role as Senior Manager, eCommerce Development, Danny led the Amazon team to triple digit sales growth, expanded their Global Amazon partnership, and established a sustainable business model for long term, strategic growth. Prior to joining Johnson & Johnson, Danny developed best-in-class CVS ExtraCare Loyalty scorecarding and executions, led the development of a break-through Baby Planogram and signage for Dollar General, and, during his time in Brand Marketing, launched 4, category-changing new items in the Sanpro and Women's Health categories. Danny has an MBA from the University of Michigan Ross School of Business.

Herman J. Sperling

CEO, HJS Markets LLC

Herman J. Sperling has more than three decades of international experience that includes senior marketing positions at Bose Corporation and Harman International. He chaired Bose's distribution council that was responsible for administering their multichannel distribution plan, authored the criteria by which Harman authorized customers for their on-line channel, and launched and operated Harman's highly successful direct sales program. Sperling worked with JDRP while at Harman and Wilmerhale while at Bose in the authoring and administering of Unilateral Pricing and MAP programs. He served CEA as a Member of the Board Industry Leaders, three divisional boards and chaired the Research Committee. Mr. Sperling has lectured at MIT, UNC and UCLA, spoken on behalf of Microsoft and Tata, has performed post graduate work towards an MEd in Guidance and Counseling from Tufts University, holds a BA with majors in Psychology and Sociology from Emerson College and studies in Electrical Engineering from Tufts University.

Rob Streeter

VP, Product Management, HookLogic

Rob Streeter is the Vice President of Product Management at HookLogic and owns the product strategy and technology platform that enables brands and vendors to advertise with guaranteed display, marketplace ads, and site incentive solutions that engage premium in-market shoppers on ecommerce sites, while enabling retailers to monetize 100% of their site traffic. Prior to joining HookLogic, Rob has spent over 13 years working in eCommerce business and technology ranging from the Director of eCommerce at a manufacturer website, to Product Manager owning the technical relationships and integration with Comparison Shopping Engines and Marketplaces, and most recently the Product Director who built the third party Seller Marketplace and Content Management System on Sears.com.

Eugene F. Zelek, Jr

Partner, Freeborn & Peters LLP

Eugene Zelek focuses on marketing-related law, applying extensive counseling, transactional, and litigation expertise on behalf of wide variety of leading consumer and industrial businesses and consulting firms throughout the world. His areas of emphasis include antitrust, pricing, and distribution, as well as branding, licensing, entertainment, strategic alliances, supply relationships, complex contracts, advertising, and new product development.

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