

Monday, April 3, 2017

2:45PM - 3:50PM

Digital Channels

Austin 1-3

What's Next for Digital? Insights from Regulators

Get cutting-edge analysis of today's regulatory environment and how it will affect innovation and digital channels. Learn about the most impactful regulations and emerging trends.

Speaker(s):

Kelvin Chen, *Fintech Senior Analyst, Supervision & Regulation, Federal Reserve Board*

Kevin Petrasic, *Partner, White & Case LLP*

Gary Stein, *Deputy Assistant Director, Office of Cards, Payments, and Deposits Markets, Consumer Financial Protection Bureau*

4:00PM - 5:00PM

Deposits & Payments, Digital Channels

Grapevine B

Which Comes First, the Chicken or the Shark? Solving the Innovation Riddle

Whether nurturing new tech chicks in incubators or battling it out in shark tanks, financial firms must provide consumers with innovative services while safeguarding their finances. Hear about lessons learned, outcomes generated from collaboration and competition, and how best to create a culture of innovation.

Speaker(s):

Deva Annamalai, *Director, Marketing Technology & Innovation, Fiserv*

Peggy Mangot, *Senior Vice President, Innovation, Wells Fargo*

Matt Wilcox, *Senior Vice President, Marketing Strategy and Innovation, Fiserv*

Lamont Young, *Head of Digital, Head of Multi-Channel Marketing, Citizens Bank*

Tuesday, April 4, 2017

9:55AM - 10:55AM

Deposits & Payments, Digital Channels

Grapevine B

Real-Time Payments: Excelling by Drawing on Lessons Learned

As real-time payments initiatives in the U.S. become a reality, the billion dollar question is how to commercialize, ensure adoption, and seize opportunities to differentiate. Join experts in a discussion regarding what we can learn from international experiences in countries that moved early on real-time payments.

Speaker(s):

Alenka Grealish, *Senior Knowledge Expert, Global Manager Transaction Banking*, the Boston Consulting Group

Maarten Peeters, *Payments & Transaction Banking Expert*, the Boston Consulting Group

11:25AM - 12:25PM

Deposits & Payments, Digital Channels

Grapevine B

Empowering the Customer in the New Fraud Frontier

With new technologies, digitization of interactions, and sky-high customer expectations, the fraud ecosystem is evolving at an extremely fast pace. Explore industry trends and how various technologies can be used to combat fraud.

Speaker(s):

Andrew Davies, *Vice President, Global Market Strategy, Financial Crime Risk Management*, Fiserv

1:30PM - 2:30PM

Digital Channels

Austin 1-3

The Customer Experience: What are Banks Missing?

From checking accounts to student loans, the engagement consumers have with their bank is unique and presents banks with an opportunity to foster a lasting relationship. Learn how to leverage innovation in customer engagement strategies, add a personal touch to customer interactions and enhance the overall customer relationship.

Speaker(s):

Mary Fiorille, *Head of Unsecured Lending*, Citizens Bank

Matt Gillin, *CEO and Co-Founder*, Relay Network

3:00PM - 4:00PM

Digital Channels

Austin 1-3

A Banker's Guide to Putting Digital First

Consumers increasingly prefer mobile and online banking methods compared to traditional branch banking. As this trend accelerates, banks are being pressured to reduce the size of their branch networks while improving capabilities and customer experience in online and mobile banking. Experts will discuss best practices for meeting the demands of a "Digital First" mentality.

Speaker(s):

Dennis Devine, *Co-President, Key Community Bank, KeyBank*

Paul Kadin, *Managing Director, Novantas*

Nitin Mhatre, *Executive Vice President, Consumer Finance, Webster Bank*

Josh Winstead, *Vice President, Digital Channels, EverBank*

Speaker(s):

Betty Cowell, *Partner, Simon-Kucher*

Jonathan Moran, *Director of Product Marketing, Earnix*

Marc Trudeau, *Principal, Business Consultant, Earnix*

4:10PM - 5:10PM

Digital Channels

Austin 1-3

Finding the 'Cry for Help' in Your Customer Data: The Human Side of Digital Analytics

You're sitting on a goldmine of internal data, but how do you take advantage of it? Learn how to effectively engage customers and leverage data to better shape your bank's message and products.

Speaker(s):

Mike Bernard, *Senior Vice President, Director of Digital Banking, Webster Bank*

Mike Carter, *Chief Marketing Officer, D3 Banking*

Don MacDonald, *Chief Marketing Officer, MX*

**CBA
LIVE**
2017

Where [it] Begins

PROGRAM