

ADVANCED ADVERTISING

In this panel we will explore the use of data as a key element for the new context of Advertising; expectations of the advertising market; challenges to use; the impacts of new privacy and data protection laws; as well as new formats and trends for advertising.

Chair: **Carlos Octavio Queiroz** - *Head of Technology Architecture and Analytics at Globo*

Speakers:

- **Craig Miller** - Head of Product, TV Platform at Xandr, an AT&T company
- **Marcel Leonardi** - Professor at FGVLaw / Consultant at Pinheiro Neto Advogados
- **Eduardo Perez** - Director of Data & Analytics of the team of Digital Intelligence Globo
- **Lior Friedman** - VP for Global Partnerships and Strategy at Vubiquity



Moderador: Carlos Octavio Queiroz - Head of Technology Architecture and Analytics at Globo

Carlos Octávio is the Head of Technology Architecture and Analytics at Globo. He is responsible for Analytics technology initiatives, including Big Data, Advanced Analytics, Data Strategy and Data Governance to facilitate a data driven journey at Globo. He is also responsible for the Enterprise Architecture area. Executive with strong (>20 yrs) experience in the Media and Entertainment industry. Solid experience in Information Technology, acquired in large size companies in executive positions. Carlos has a Master Degree in Software Engineering and a MBA in Enterprise Management.



Craig Miller - Head of Product, TV Platform at Xandr, an AT&T company

Craig has been innovating in advertising and technology since the beginning of internet. From having pioneered 3rd party ad serving related technologies at MatchLogic and Excite to his current work on the future of television advertising at Xandr today, Craig has been driven to strategically create products and technology to help improve and transform the advertising ecosystem. Craig joined Xandr via the acquisition of Appnexus by AT&T. At Xandr, he now acts as Head of Product - TV Platform. Prior to Appnexus, Craig was the CTO of Yieldex where he was responsible for the team developing its unique technology from founding to acquisition. He has previously held technology leadership positions at MatchLogic, Excite@Home, Avaya, and Clear Technology. Craig has received numerous patents as a result of his work in advertising, forecasting, yield optimization, and beyond.



Marcel Leonardi - Professor at FGVLaw / Consultant at Pinheiro Neto Advogados

Marcel Leonardi holds a bachelor's degree, a Master's and a Doctorate in Law from USP and a post-doctorate degree from Berkeley Law. He was Public Policies Officer at Google from 2011 to 2018, where he collaborated closely in drawing up the Internet Framework and the General Data Protection Law over recent years. He has also been involved in public policy issues on a diverse range of issues in the technology and Internet sector. Specialization in personal data protection and certified by the IAPP in EU Privacy (CIPP/E) and US Privacy (CIPP/US). Author of the books "Responsabilidade Civil dos Provedores de Serviços de Internet", "Tutela e Privacidade na Internet" and "Fundamentos de Direito Digital", Marcel has been a professor at FGVLaw since 2005 and a consultant at law firm

Pinheiro Neto Advogados.



Eduardo Perez - Director of Data & Analytics of the team of Digital Intelligence Globo

Director of Data & Analytics of the Globo Digital Intelligence team since 2018, Eduardo Perez has operated in the segment since the birth of the Internet in Brazil, participating in the digital transformation of companies like Banco do Brasil, STB, Porto Seguro, Promon, ZAP and bookstore Livraria Cultura. With a bachelor's degree in Economics from USP, he holds a graduate degree in Software Engineering from FASP and an MBA in Environmental Management and Technology from USP. During his professional career, he has headed up teams of software engineers and data scientists who created products based on predictive statistical analysis /machine learning, artificial intelligence, software development and IT infrastructure.



Lior Friedman - VP for Global Partnerships and Strategy na Vubiquity

Lior Friedman is VP for Global Partnerships and Strategy for Vubiquity, a premium content services company owned by Amdocs. In the past 15 years Friedman has served in numerous positions in OTT and broadcast television, on and off screen, in Israel and Europe. Friedman built and managed Partner TV, Israel's fastest growing TV service, including an innovative user experience and partnerships with 3rd party content and commerce providers. In his previous role, Friedman was working as Nightly news anchor and reporter for Israel's biggest TV channel, and focused much of his work on the local and global tech industry. He is based in London and holds an Executive MBA from Kellogg school of management in Northwestern University, USA.