

NBCUniversal at CES 2019

CES 2019 is officially here, and NBCUniversal Advertising and Client Partnerships is bringing the excitement! Check out our calendar of events below, featuring NBCUniversal leaders and influencers, to see where you can find us throughout the week. We hope to see you there!

Tuesday, January 8th

MediaLink Fireside Chat:

Marketing Reinvented at C Space: The Resurgence of Marketing Technology

10:15 AM – 11:15 AM | ARIA, Level 1, Joshua 9

Featuring:

- **Linda Yaccarino, Chairman, Advertising & Client Partnerships, NBCUniversal**
- Michael Kassan, Chairman & CEO, MediaLink

Learn More

Last year, the duopoly's market share wrote off ad tech. Today, the industry realizes ad tech isn't dead; it just carried dead weight. This session debates market drivers, different players' contributions to the value chain and how technologies like blockchain are ushering in tomorrow's experiences.

Tuesday, January 8th

IPG Panel:

The Changing Video Landscape

10:30 AM – 11:30 AM | Magna Space, Fairway Villas at the Wynn

Featuring:

- **Krishan Bhatia, EVP, Business Operations & Strategy, NBCUniversal**
- Daniel Schneider, VP of Business Development, Cheddar

shift in where audiences are watching, what they're watching, and how it's monetized.

Wednesday, January 9th

The Girls' Lounge @ CES Panel:

Workplace Policies that Work for Women

10:30 AM – 11:15 AM | Penthouse Suite at The Encore Tower Suites

Featuring:

- **Laura Molen, President, Advertising and Partnerships, NBCUniversal**
- Christine Trodella, Head of Publisher Sales & Operations, North America, Facebook
- Minjae Ormes, Chief Marketing Officer, Visible
- Jo Lambert, GM of Finance, Tech, Auto, and Member Services, Verizon Media

Moderator:

- Iris Mejias, Partner, Technology, Media and Telecommunications, PwC

Wednesday, January 9th

NBCUniversal Panel:

Transcending Mediums: Moving from Social to Premium

6:30 PM – 8:30 PM | NoMad Bar within the NoMad Hotel at the Park MGM

Featuring:

- **Linda Yaccarino, Chairman, Advertising & Client Partnerships, NBCUniversal**
- Laura Correnti, Partner, Giant Spoon
- Deirdre Findlay, CMO, Stitch Fix
- Selena Kalvaria, VP of Branding, Away

***All events listed are private and require an invitation and/or CES badge.**