Day 1

09:00 am – 10:30 am
Keynote 1: Connecting the Americas
Mats Granryd, Director General, GSMA
Meredith Attwell Baker, President & CEO, CTIA
Sunil Bharti Mittal, Chairman, GSMA, Founder and Chairman, Bharti Enterprises
Marcelo Claure, President & CEO, Sprint
Carlos Slim Domit, CEO & Chairman, America Movile
Ajit Pai, Chairman, FCC

10:30 am – 11:00 am
Break

11:00 am – 12:00 pm
Content Strategies: Value Creation and Business Models
Content & Media
As businesses continue on their journeys to digital transformation, carriers are at a critical juncture of their own. Content is seen as key to customer acquisition and retention and many operators are well on the way to becoming fully fledged digital media and entertainment companies. There are several routes into, and business model approaches for, content. Operators may choose to pursue a multi-play approach, whilst others look to acquire content platforms, strike deals with content aggregators or even purchase rights themselves.
Whichever strategy they adopt, operators will inevitably face a number of challenges – communicating the value of content to investors, building a strong proposition with content producers & distributors and educating customers are all potential hurdles. Re-positioning from a connectivity provider to an entertainment business requires significant time and investment, not least into the understanding of consumer audiences and their behaviours, but the payoffs can be great.
Moderator: Juan Jose Rio, Partner, Delta Partners
Doug Garland, VP, Innovation & Partnerships, Sprint
Andre Lorenceau, CEO & Co-Founder, LiveLike
Devin Poolman, SVP, Digital Platforms, FOX Digital Consumer Group
Chris Berend, SVP, Global Video & Co-Founder, Great Big Story, CNN
Tim Connolly, SVP, Strategic Partnerships, Hulu

11:00 am – 12:00 pm
Future of Artificial Intelligence
The Fourth Industrial Revolution
As the world transitions from manual, human controlled processes to an automated world, Artificial Intelligence has become a fundamental element of the transformation. The ability for machines, from robots to vehicles, and anything automated, to make decisions, learn and react to both expected and unexpected circumstances relies on their artificial intelligence. What impact will AI have on manufacturing, large scale organizations and complex logistical services such as aviation? What ethical implications does the prominence of robots have in the workplace? What happens when your computer are knows you better than you know yourself?
Moderator: Paul Hsiao, Partner, Canvas Ventures
Gunnar Carlson, Co-Founder & President, Ayasdi
Danny Lange, VP, AI & Machine Learning, Unity Technologies
Soma Velayutham, Global Head of AI & Deep Learning for Telecom, NVIDIA
Kris Bondi, CMO, Neura
Michael Fitzpatrick, Chief Operating Officer, PullString

11:00 am – 12:00 pm
Digital Inclusion: Transforming Lives Around the World
Sustainable Development
Digital technology is evolving rapidly, leading to the emergence of new services and applications that are transforming the way people live, work, play and communicate. A coherent and feasible digitization strategy is key to enabling three interrelated components required for digital societies to function effectively and deliver benefits to all sectors of society: digital citizenship, digital lifestyle and digital commerce. Do the benefits of becoming a digital first society outweigh the risk of excluding some? Do providers and technologists have an obligation to help those who are underserved? This session will deep dive into the pillar of digital lifestyle and explore its impact on privacy and security, healthcare, financial inclusion, education and development.
Moderator: Jennifer Tescher, President & CEO, Center for Financial Services
John Kunze, VP, Global PayPal Consumer Products, Xoom and TIO Networks, PayPal
Mike Wyatt, MD, Cyber Risk Services Identity Management, Deloitte
Jim DeBello, CEO & Chairman, Mitek
Edgardo Yu, Chief, Beneficiary IT Solutions Service, World Food Programme
Anne Bray, Director, Business Development Loon, X at Alphabet, Inc.
David del Val, CEO, R&D & Director, Product Innovation, Telefónica

11:00 am – 12:00 pm
Forward Thinking and Reverse Reflection: Lessons Learned from the Incentive Auction
Everything Policy
Now that the Incentive Auction has successfully closed, we will take a deep look at the first ever U.S. spectrum incentive auction and delve into the ongoing steps needed to repack the 600 MHz band in a timely manner. Panelists will reflect on the auction itself and look ahead to enabling use of the newly available spectrum for new wireless licensees.
Moderator: Jamie Hjort, Assistant VP, Government Affairs, CTIA
Jean Kiddoo, Chair, Incentive Auction Task Force, FCC
Kathleen Ham, SVP, Government Affairs, T-Mobile USA, Inc.
Grant Spellmeyer, VP, Federal Affairs & Public Policy, U.S. Cellular
Dean Brenner, SVP, Spectrum Strategy & Technology Policy, Qualcomm, Inc.

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12:00 pm – 1:30 pm
Networking Lunch

1:00 – 2:00 pm
Keynote 2: The Chairman's Keynote
Mats Granryd, Director General, GSMA
Sunil Bharti Mittal, Chairman, GSMA, Founder and Chairman, Bharti Enterprises
Marcelo Claure, President & CEO, Sprint

2:00 pm – 2:15 pm
Break

2:00 pm – 3:00 pm
New Rules for New Technologies – How 5G is Generating a Renewed Focus on Infrastructure Siting Processes
Everything Policy
As we ready for 5G deployments, infrastructure policy has become the issue de jour. Policymakers seek are looking to update the federal, state, local, and tribal processes to reflect modern wireless infrastructure and facilitate 5G investment. Panelists will discuss challenges created by application of old rules to new technologies, how the evolution to smaller wireless facilities has created a renewed focus on siting policies, and how stakeholders at all levels can work cooperatively to incentivize investment to bring the benefits of 5G to smart cities and towns – and their citizens – across the country.
Moderator: Kara Romagnino Graves, Director, Regulatory Affairs, CTIA
Don Stockdale, Chief, Wireless Telecommunications Bureau, FCC
Charles McKee, VP, Government Affairs Federal & State Regulatory, Sprint
Brian Hendricks, Head of Policy & Government Relations, Nokia
Kelsey Guyselman, Policy Advisor, White House Office of Science and Technology Policy

2:15 pm – 3:15 pm
Immersive Experiences: AR, VR in Entertainment
Content & Media
Previously, the rise of virtual reality had been driven by video games, such as the PlayStation VR. But now viewers are increasingly enjoying wider access to immersive entertainment experiences.
2016 was the year that mass market VR headsets became available to consumers and there has subsequently been an appetite by Hollywood studios and broadcasters to explore the potential of VR in film, TV and entertainment. Major film festivals, including Sundance and Tribeca, have championed innovative and high-quality immersive content from independent filmmakers. Advances in VR cinema coupled with the evolution of HDTV & AR technologies, including, 360 and UHD 4K have the ability to create previously unimagined immersive experiences, taking the viewer directly into the heart of the action.
Moderator: Edith Yeung, Partner, 500 Startups
Eugene Chung, CEO, Penrose Studios
Miles Perkins, VP, Marketing Communications, Jaunt
Molly Swenson, Co-Founder & Head of Brand, RYOT
Gunjan Bhow, SVP & GM, Consumer, Digital, Mobile & e-Commerce, The Walt Disney Company

2:15 pm – 3:15 pm
Digital Enterprise
The Fourth Industrial Revolution
Business productivity tools have become a focal point for companies as they incorporate millennials into their workforce. These new employees expect seamless connectivity, the latest gadgets and the appropriate tools, online or otherwise, to carry out their work effectively. A new generation of tools is available to companies, but a generational shift also requires a change in culture; an enterprise that puts connectivity and mobility first. The inevitable shift to online and mobile has created a need for different skillsets within the workforce, different processes and tools for employees to fulfil their responsibilities. How can firms continue to attract tech-savvy employees, change their "DNA" and become digital entities? What tools, networks and equipment do companies and employees require? How can operators shift their business models to be a Network as a Service provider and capitalize on this opportunity?
Moderator: Steve Brumer, Partner, 151 Advisors
Monica Adractas, Director, Workplace, Facebook Americas
Dennis Curry, Executive Director & Deputy CTO, Global R&D, Konica Minolta
Jeetu Patel, Chief Product Officer, Box
Ray Pun, Senior Director, Marketing & Content Strategy, Acxiom
Mark Grilli, VP, Product Marketing, Document Cloud, Adobe

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2:15 pm – 3:15 pm
Digital Education Tools for Sustainability
Sustainable Development
Public schools in the US now provide at least one computer for every five students and spend over $3 billion per year on digital content. Led by the federal government, the country is in the midst of a massive effort to make affordable high-speed Internet and free online teaching resources available to rural and remote communities.

As you would expect, there is a booming ed-tech industry, with an $8 billion-plus annual opportunity for hardware and software. While there are exceptions, implementation has generally been slow and unequal, often exacerbating an existing education and technology access gap. Even successful implementations are struggling to show clear ROI. Optimism remains, however, around the potential for learning management systems, student information systems, and other software used to distribute assignments, manage schedules and communications, to improve learning, personalization, and therefore achievement and opportunity.

This session will look at the learnings from the successes and the failures in the US and how these can be applied elsewhere in the Americas.

Moderator: Katy Love, Director, Resources, Wikimedia Foundation
Andrea Palumbos, Senior Producer of Digital Content, Sesame Workshop
Doug Michelman, President, 1Million Project & Chairman, Sprint Foundation, Sprint
Paige Hoffman, Director, Innovation, District of Columbia Public Schools
Rich Nedwich, Global Director, Education, Ruckus
Greg Merchant, Director at Deloitte Consulting LLP and leader of the Commercial Education Practice, Deloitte

3:00 pm – 4:00 pm
Emerging Issues in Wireless: The FCC Legal Advisors' Perspective
Everything Policy
The Wireless Legal Advisors to the FCC Commissioners are well versed in all aspects affecting the wireless industry. Who better, then, to offer insight into the FCC's policies and priorities on these issues? We will delve into timely matters – everything from spectrum availability to infrastructure siting policies to public safety to glean insights into current and forthcoming regulatory actions and proceedings.

Scott Bergmann, VP, Regulatory Affairs, CTIA
Rachael Bender, Advisor, Wireless and International, Office of Chairman Ajit Pai, FCC
Daudeline Meme, Legal Advisor, Wireless, International and Public Safety, Office of Commissioner Clyburn, FCC
Erin McGrath, Legal Advisor, Wireless, Public Safety & International, Office of Commissioner O'Rielly, FCC
Kevin Holmes, Acting Legal Advisor, Wireless & Public Safety, Office of Commissioner Carr, FCC

3:15 pm – 3:30 pm
Break

3:30 pm – 4:30 pm
Video & Entertainment in a 5G World
Content & Media
Media & content professionals are under unprecedented pressure to manage growth and optimize key asset infrastructure in order to serve the audiences of the future. Developments in viewing capabilities continue at a break-neck speed, while mobile data traffic continues to explode, with a global increase of 63% in 2016 and a predicted nine-fold increase in video consumption by 2021 (Cisco). How will broadcasters and carriers deal with the huge spikes in traffic and where should they invest for the most return? What will tomorrow's superfast networks mean for video and interactive entertainment? The emergence of 5G will of course have a crucial impact on the way we watch content and the form that this takes. Some operators are well underway with developing immersive media services, such as 360-degree Live VR, that will require 5G bandwidth to go mobile. In the future, social media will mostly be video; and most social video will be mobile. Carriers will need to think about downstream capacity, but also, increasingly, upstream capacity. Join us for a discussion on the networks of the future and how they will enable the transformation in video and entertainment.

Moderator: Todd Beilis, Principal / Partner, Deloitte
Mark Russell, CTO, Head of Strategy & Technology, TV & Media, Ericsson
Eric Black, CTO Digital, NBC Sports Group Digital
Paul Peterman, US Head of Industry for Tech & Connectivity, Facebook
Joe Alicata, Chief Product Officer, Vox Media
Weijun Lee, Top Strategic Technology Executive, CTO Group, ZTE Corporation

3:30 pm – 4:30 pm
Smart Cities
The Fourth Industrial Revolution
What makes a smart city smart? How are citizens interacting with city services, and what do they expect from services? Smart city projects, by nature, are each very different and focused on the different challenges that cities face. However, themes such as traffic, environmental impact, security and open government initiatives are frequently core elements of smart city projects. Whilst projects in different parts of the globe might bear resemblance, they often live in silos, not allowing lessons learnt, common technology and experience to be shared cross-nationally and across cities. How can the industry come together to bring down these silos, and create truly "smart" cities?

Moderator: Jason Nelson, Executive Director Partner Engagement, Smart Cities Council
Mike Zeto, GM, Executive Director AT&T Smart Cities, AT&T
Arvind Satyam, MD, Smart Cities & IoT, Cisco
Andy Berke, Mayor, Chattanooga, TN
Ron Haberman, VP, Emerging Products, Applications & Analytics Business Group, Nokia
Deputy Mayor Saskia Bruines, Alderman, City of The Hague

3:30 pm – 4:30 pm

The Role of the Technology in the Fight Against Climate Change

Sustainable Development

Every person on earth is experiencing the effects of climate change, and the technology industry is uniquely positioned to mitigate many of those effects. From energy-harnessing toys to emergency alert infrastructure, technology companies have developed innovative solutions that reduce energy use and improve the lives of those impacted. While individual efforts are beneficial, could the industry have greater influence through collective action? What challenges do companies face when building technologies for social good? This session will highlight best practices in innovation and collaboration for the fight against climate change.

Moderator: Rodrigo Arias, WEF Global Leadership Fellow, World Economic Forum
Robert Opp, Director, Innovation, World Food Programme
Minna Aila, VP Corporate Affairs, Nokia
Biju Nair, CEO, Hyla Mobile

4:00 pm – 5:00 pm

Up, Up and Away: Unmanned Aerial Services

Everything Policy

Unmanned aerial services (UASs) will revolutionize sectors from agriculture to retail to public safety. How will wireless networks, devices and apps provide a platform for these game-changing flyers? Learn about business use cases for UAS, as well as technical and legal issues surrounding their use as a delivery and efficiency tool.

Moderator: Jackie McCarthy, Assistant VP, Regulatory Affairs, CTIA
Marcus Johnson, Aerospace Research Engineer, NASA
Peter Tenhula, Deputy Associate Administrator for Spectrum Management, Office of Spectrum Management, NTIA
Greg Belaus, Lead Business Development, UAV, IoT Solutions Group, AT&T
Julie Knapp, Chief, Office of Engineering & Technology, FCC
Melissa Glidden Tye, VP, Public Policy, Verizon

Day 2

09:00 am – 10:30 am
Keynote 3: The Fourth Industrial Revolution
Moderator: Mohamed Kande, Advisory Leader, PwC
Thaddeus Arroyo, CEO, Business Solutions & International, AT&T
Juan Perez, Chief Information & Engineering Officer, UPS
Rajeev Suri, President & CEO, Nokia
Ronan Dunne, EVP & Group President, Verizon Wireless

10:30 am – 11:00 am
Break

11:00 am – 12:30 pm
Content: Origination and Advertising
Content & Media
With consumers now spending two- thirds of all internet time on mobile devices, brands must focus on business growth, customer expansion and measurable activation. There are many opportunities for advertisers to use mobile in more engaging and effective ways than ever and to embrace innovative content. Location data, VR and 360 content, live video, data, and consumer insights are all factors in creating compelling and interactive consumer experiences. Brands need to understand what consumers want in relation to mobile content, as well as their position in the market. But how can brands measure this relationship and ROI? Where are brands betting big with their advertising budgets and how can they make use of content to enhance their relationship with the consumer? And how can original and targeted content be effectively exploited?
Moderator: Doug Zanger, Americas Editor, The Drum
Katherine Hays, Founder & CEO, Vivoom
Matt Kaplan, SVP Digital Ad Sales, Univision
Himesh Bhise, CEO, Synacor
Rob Sussman, GM/EVP Business Operations, Development, and Strategy, EPIX/Studio 3 Partner
Kamakshi Sivaramakrishnan, CEO & Founder, Drawbridge, Inc.
Arlie Sisson, VP, Emerging Products, Condé Nast
Moti Cohen, Founder & CEO, Apester
Allison Metcalfe, GM, TV Division, LiveRamp

11:00 am – 12:30 pm
Autonomous Vehicles
The Fourth Industrial Revolution
Autonomous and semi-autonomous cars seem to have quickly moved from science fiction to an inevitability. Trials are ongoing, and in Mobile World Congress Barcelona, Robocar launched the first-ever driverless race car. As the reality of driverless cars comes closer, cities, laws, drivers and the public as a whole need to adapt to accommodate this upcoming technology. What ethical implications will autonomous vehicles have in the case of accidents? What cellular technology, inside and outside of the car, will be required to deliver this driverless revolution? These connected vehicles will not only be driverless, but ownerless, especially in crowded urban areas, where cars remain unused 95% of the time and rapidly depreciating. In order to deliver a regular tailored service, partnerships are forming between media companies, automotive manufacturers and other ecosystem players. The surge in self driving technology and the connected user will allow cars to provide a service entirely customised to the person riding it, their mood, time of day or even their destination.
Moderator: Barbara Peng, VP Research, BI Intelligence
Alex Manea, Chief Security Officer, BlackBerry
Junting Zhao, Investor Relations, AIMotive
Nundu Janakiram, Group Product Lead, Rider Experience, Uber
Michael Cottle, VP, Sales & Business Development, RideCell
Peter Kosak, Executive Director, Urban Mobility, General Motors Company
James Dawson, Global Head of Strategy, Connected Car, Cisco Jasper

11:00 am – 12:30 pm
Artificial Intelligence: Virtual Assistants and Chatbots
Consumer IoT
Consumers around the world are using messaging apps to not only chat with friends but also connect with brands, shop and watch content online. Advances in AI combined with this rising popularity of mobile messaging apps are sparking a new wave of innovation which is more conversational and more personal in nature.
Messaging apps have become the preferred means of communication on mobile devices exceeding social apps in popularity. Brands have realized the enormous opportunity in creating more personal, conversational experiences for interacting with customers and exposing these through an array of platforms.
This session will showcase the latest innovations in AI technology. Experts will explore the increased desire and expectations of endless, personalized convenience, creating branded experiences that provide a better, more personalized and real time customer experience.
Moderator: Jefferson Wang, Senior Partner, IBB Consulting
Anand Chandrasekaran, Director, Platform & Product Partnerships, Messenger, Facebook
Beerud Sheth, Co-Founder & CEO, Gupshup
Robin Wheeler, Director, Sales, Tech & Telecom, Twitter
Rob High, IBM Fellow, VP & CTO, IBM Watson
Ram Menon, Founder & CEO, Avaamo
Jason Douglas, Director, Product Management, Google
Amit Ahuja, VP, Emerging Businesses, Adobe
Dr Ashwin Ram, Senior Manager of AI Science, Amazon Alexa
David del Val, CEO, R&D & Director, Product Innovation, Telefónica

11:00 am – 12:30 pm
5G Networks
The Network
The 5G story continues to develop, with new business cases being discussed or developed further as early stage trials and deployments are announced. The acceleration in the standardisation process, as well as the R&D taking place throughout the telecommunications ecosystem has put the industry on alert to decide how, when and where 5G will be deployed into its networks. With competing views and approaches to 5G, the industry and its partners will need to find the sweet spot for the technology, a necessary step to creating a successful business case and ROI opportunities for operators and infrastructure providers worldwide. During this session, the discussion will revolve not only on the core technology that will become the building blocks of 5G, but also the merits of this new generation, why it is necessary, and where we will see the early deployments and developments.
Moderator: Brenda Boehm, CSO, TIA
Nicola Palmer, Chief Network Officer, Verizon
Derek Peterson, Ph.D., CTO, Boingo Wireless
Gordon Mansfield, VP RAN & Device Design, AT&T
Neville Ray, CTO, T-Mobile
Andre Fuetsch, President, AT&T Labs and CTO, AT&T
Erik Ekudden, CTO, Ericsson
Juan Carlos Garcia, Global Radio Access Networks Director, Telefónica
Hossein Moiin, Technology Advisor, Nokia
Ron Marquardt, VP, Technology, Sprint
Dr. John Saw, CTO, Sprint

12:30 pm – 1:30 pm
Networking Lunch

1:00 pm – 2:00 pm
Connected Cars: Driving Safety and Innovation with Wireless
Everything Policy
5G wireless provides a platform for widespread adoption of connected cars and traffic infrastructure, while simultaneously recalibrating the transportation value chain; from manufacturers to end users what are the gains to safety and traffic management when vehicles talk to one another? Join the conversation with senior executives from the auto and mobile sector to hear more about the power of collaboration between the mobile and auto industries, and the challenges and opportunities presented by the marriage of Detroit muscle to smart mobile networking.
Moderator: Jackie McCarthy, Assistant VP, Regulatory Affairs, CTIA
Harry Lightsey, Executive Director, Emerging Technologies Policy, General Motors
Jeff Stewart, Assistant VP, External & Legislative Affairs, Global Public Policy, AT&T Wireless
John Godfrey, SVP, Public Policy, Samsung Electronics America
Cory Hohs, Co-Founder & CEO, Haas Alert
Robert Kreeb, Chief, Intelligent Technology Research Division, Office of Vehicle Crash Avoidance and Electronic Controls Response, National Highway Traffic Safety Administration
1:30 pm – 2:30 pm

Keynote 4: The Digital Economy
Moderator: Justin Springham, Managing Editor, Mobile World Live, GSMA
Dan Schulman, President & CEO, PayPal
Mitchell Baker, Executive Chairwoman, Mozilla Foundation
Gina Bianchini, Founder & CEO, Mighty Networks
Cristiano R. Amon, EVP, Qualcomm Technologies, Inc. & President, Qualcomm CDMA Technologies

2:00 pm – 3:00 pm
Answering the Call – Addressing Spectrum Needs to Secure our 5G Future
Everything Policy
This panel will focus on the importance of spectrum in all frequency ranges to ensure America's leadership in 5G. Panelists will discuss the recent high-band spectrum made available, the low-band spectrum that will be repacked in the 600 MHz band, and opportunities for improving access to mid-band frequencies. This panel will also discuss the growing need to evaluate sharing opportunities and the critical balance of opportunities for terrestrial mobile wireless and other operations.
Moderator: Tom Power, SVP & General Counsel, CTIA
Julie Knapp, Chief, Office of Engineering and Technology, United States Federal Communications Commission
Hank Hultquist, VP, Federal Regulatory, AT&T
Charla Rath, VP, Wireless Policy Development, Verizon
Jared Carlson, VP, Government Affairs & Public Policy, North America, Ericsson
Glenn Reynolds, Chief of Staff, NTIA

3:00 pm – 4:00 pm
Blockchain
The Fourth Industrial Revolution
No discussion about blockchain can avoid mentioning Bitcoin; the blockchain-enabled crypto-currency, and its disruptive impact on the financial services industry. However, the ability to record transactions, contracts and agreements and have them verified by users of the distributed ledger, has the potential to disrupt a wide range of industries, including telecoms, legal, manufacturing, and transportation. Blockchain is rapidly evolving from a digital currency infrastructure into a platform for digital transformation. This session will highlight the areas where blockchain could have the most impact, and what challenges need to be addressed for the technology to realise its full potential.
Moderator: John Heggestuen, Managing Analyst, BI Intelligence, Business Insider
Eric Wiesen, General Partner, Bullpen Capital
Brian Behlendorf, Executive Director, Hyperledger
Adam Ludwin, CEO & Co-Founder, Chain
Brigid McDermott, VP, Blockchain Business Development, IBM
Didier Serra, EVP Sales & Marketing, SecureKey

3:00 pm – 4:00 pm
IoT Platforms & Services
The Fourth Industrial Revolution
Investment in IoT is increasing, and the applications are becoming far-ranging and varied. As the volume of services, data and opportunities continue to expand, enabling technologies and platforms will need to surface and be widely adopted to create an IoT ecosystem across industry sectors. Enabling IoT solutions should aim to facilitate synergies between use-cases to create economies of scale, providing security for the technology and users, and identifying the core network technology that will uphold and meet demand. Interoperability is the first step towards creating IoT ecosystems that cut across use-cases and industry sectors, but security has to be a primary focus.
Moderator: Christian Renaud, Research Director, IoT, 451 Research
Macario Namie, Head of IoT Strategy, Cisco Jasper
Mary Clark, Chief Corporate Relations Officer & Chief of Staff, Syniverse
Nigel Upton, GM, IoT Solutions, HP Enterprise
Kevin Kettler, CTO & SVP, Cloud Business Unit, Flex
Alfredo Serret, IoT Services Director, Telefónica

3:00 pm – 4:30 pm
Cybersecurity: From the Device to all of IoT
The Fourth Industrial Revolution
IT analyst forecasts are unable to keep pace with the dramatic rise in cybercrime, the ransomware epidemic, the refocusing of malware from PCs and laptops to smartphones and mobile devices, the deployment of billions of under-protected Internet of Things (IoT) devices, the legions of hackers-for-hire, and the more sophisticated cyber-attacks launching at businesses, governments, educational institutions, and consumers globally according to the Cybersecurity Market Report.

The GSMA estimates that worldwide IoT security will increase by 73% by 2019 to US$195 million to address this gap. Security is at the heart of enabling IoT. But where are the weaknesses and how can the industry ensure a safe ecosystem for all devices?
This session will feature hackers and heroes, demonstrations and case studies. We will explore the cyber threats facing America today, and how companies are making changes based on these. Leading experts will discuss the challenges as well as the responsibilities and measures that need to be taken in data protection and technological innovation on how to minimize exposure to cyber security threats.
Moderator: Michela Menting, Digital Security Research Director, ABI Research
Gagan Singh, SVP & GM, Mobile, Avast
Yossi Atias, GM IoT Security, Bullguard
William Malik, VP, Infrastructure Strategies, Trend Micro
Domingo Guerra, Co-Founder & President, Appthority
David Schwartzberg, CISSP, Senior Security Engineer, MobileIron
Dror Liwer, Co-Founder & CSO, Coronet
Rebecka Cedering Ångström, Director, Ericsson Networked Society Lab, Ericsson

3:00 pm – 4:00 pm
Washington Talks Wireless with Meredith Attwell Baker, FCC Commissioners
Everything Policy
CTIA President and CEO Meredith Attwell Baker will have an in-depth discussion with the FCC Commissioners about mobile wireless access and availability across the country. The panelists will provide insights into today's hot policy issues and tomorrows growing trends, including spectrum auctions and allocations, wireless infrastructure, 5G, Internet of Things innovations, universal service, and more.
Meredith Attwell Baker, President & CEO, CTIA
Mignon Clyburn, Commissioner, FCC
Michael O'Rielly, Commissioner, FCC
Brendan Carr, Commissioner, FCC

4:00 pm – 4:15 pm
Break

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4:00 pm – 5:00 pm
Everything IoT: How Wireless Enables Connected Communities
Everything Policy
Big cities and small towns are digitizing municipal infrastructure to deliver services more efficiently and cost-effectively. We will hear from the technology experts, local officials and small business owners at the forefront of deploying and leveraging the infrastructure at the root of the Internet of Things.
Moderator: Jackie McCarthy, Assistant VP, Regulatory Affairs, CTIA
Tejas Rao, MD, Communications, Media & Technology, Accenture
Paul Schomburg, VP, Regulatory Affairs, Panasonic
Melissa Glidden Tye, VP, Public Policy, Verizon
Elizabeth Rojas Levi, Director, Public Affairs & Government Relations, Nokia
Nese Guendelsberger, Senior Deputy Bureau Chief of the Wireless Telecommunications Bureau, FCC
David Graham, Deputy Chief Operating Officer, Neighborhood Services, San Diego

4:15 pm – 5:00 pm
The API Economy
The Fourth Industrial Revolution
APIs are the components that enable diverse platforms, apps, and systems to connect and share data with each other and have been referred to as the connectors of the 21st century. Customer needs are driving the most efficient API development programs across a range of industries, including automotive, healthcare, retail, transportation, financial services and media. Companies, big and small, are using APIs to level the playing field and start-ups and established companies alike are using APIs to cut the cost of innovation and entry to new markets. This session will discuss a range of real-world experiences, from marketing and business models to community building and business transformation through APIs.
Moderator: Matt Weinberger, Tech Reporter, Business Insider
Jeff Reine, Head of Business Development, Platform Partnerships, Foursquare
Vatsal Mehta, Director, Solutions Engineering, Facebook
Bradley Geilfuss, Director, Product, Factual Inc
Jennifer Kyriakakis, Founder & VP, Marketing, MATRIXX Software

4:15 pm – 5:00 pm
Consumer Data: Privacy and Opportunity
Consumer IoT
With the explosion of digital technologies, companies are gathering vast amounts of data about consumers' activities. Devices, apps and services are broadening users' digital footprints on a massive scale. At the same time, new regulations around the world aimed at protecting consumers mean we need a new approach to developing data-driven products and services in a way which builds trust and drives value. Although consumers may be aware that information is being collected, they may not realize the extent nor the specific types of data being collected about them. This lack of end user visibility and control threatens the trust that enables most services to function. By contrast, if the industry innovates in a way that delivers better transparency, control and choice over the way that data is shared, it can create exciting new opportunities to build greater brand loyalty, customer engagement and commercial opportunities.
This session will explore data privacy management approaches and solutions that are emerging in this area. Focusing on how Operators have the opportunity to enhance their relationship with users, the panel will explore new approaches to developing data-driven products and services to drive value and monetization.
Moderator: Rimma Perelmuter, CEO, Mobile Ecosystem Forum
Tim Barber, VP, Telecoms & Media Industry , ForgeRock
Shane Green, CEO, US, digi.me
Jon Fisse, Founder & CEO, Atomite
Jose Luis Agundez, Assistant VP, Big Data Innovation, AT&T

Day 3

09:00 am – 10:30 am
Keynote 5: Customer Engagement
Moderator: Paul Kapustka, Founder & Editor-in-Chief, The Mobile Sports Report
John Riccitiello, CEO, Unity
Lauren Kunze, CEO & Co-Founder, Pandorabots
Amanda Kahlow, Founder & CSO, 6sense
Niccolo De Masi, President & COO, Essential
Al Guido, President, San Francisco 49ers

10:30 am – 11:00 am
Break

11:00 am – 12:30 pm
IoT Connectivity
The Network
With the rapid development of IoT use cases and deployments, further pressure is placed on cellular networks. The development of LTE-M and specific network technology aimed at IoT has driven the network deployments targeted solely at IoT applications and services, but new networks and frameworks are also available to deliver IoT services. As these options become available, and the use cases for IoT increase in scope, a careful discussion and analysis of each option will have to be carried out before deployment. How can MNOs work together with different industry verticals to ensure quality of service and bandwidth, as well as understand their particular requirements? How should these operators organize their resource and network capacity to manage IoT services through their networks? Will cellular and non-cellular IoT networks continue to be seen as "competitive", or is there space for coopetition, at the very least?
Moderator: Ken Rehbehn, Principal Analyst, Critical Communications Insights
Chris Penrose, President, Internet of Things Solutions, AT&T
Hardy Schmidbauer, CEO & Co-Founder, Tracknet and LoRa Alliance Member
Christopher Williams, VP, Business Development, Internet of Things Consortium
Durga Malladi, SVP Engineering , Qualcomm Technologies
Angel David Garcia, Chief Architect, Nokia WING
Qi Bi, President, China Telecom Technology Innovation Center
Allen Proithis, President, North America, Sigfox
Karri Kuoppamaki, VP, Radio Network Technology, T-Mobile

11:00 am – 12:30 pm
The Connected Stadium: Enhancing Fan Engagement
Content & Media
As technology continues to exert its enormous impact on sports, the definition of a connected stadium is constantly evolving. Future-proofing technology investments, and enhancing the fan experience is a challenge facing large venues and stadia around the world. This is being overcome by continuously increasing and improving wireless access in a smart way and building digital services over great connectivity. By providing an immersive and digital experience through wireless networks, stadiums can provide a greater customer experience while also creating business models new revenue opportunities. Fast and seamless connectivity is critical in allowing fans to engage at a higher level via mobile concessions, in-app purchases, instant replays, player stats and more. By keeping fans better engaged with what's happening and interacting with each other, teams and stadiums can increase their fan retention and build new sources of revenue.
Leading executives in the field will discuss new approaches for the connected stadium and monetizing venues beyond ticket prices, reviewing technology platforms that are central to powering the connected business model while also addressing public-safety responsibilities that come with a mobile-first environment.
Moderator: Brian Berger, Founder & Host of Sports Business Radio and Founder & CEO, Sports PR Summit
Javier Sobrino, Strategic Planning & Innovation Director, FC Barcelona
Luca Serra, Director, Sponsorship & Media, Soldier Field (SMG)
BJ Vander Linden, CIO, Larry H. Miller Sports & Entertainment
Doug Lodder, SVP, Business Development, Boingo Wireless
Lisel Welden, VP, Marketing, Bleacher Report
Chris Stark, Head of Business Development, Nokia
Chris Gardner, Chief Product Officer Paydiant, Head of In-Store Products, PayPal
Ryan Montoya, CTO, Sacramento Kings
Peter Sorckoff, Chief Creative Officer, EVP Brand & Innovation, NBA Atlanta Hawks and Philips Arena

11:00 am – 12:30 pm
The Retail Experience
Consumer IoT
Consumer adoption of IoT devices is expected to rise quickly – a recent study from Accenture found that nearly two-thirds of consumers intend to purchase a connected home device by 2019 and ownership of wearable technology is expected to double year over year. IoT is already disrupting the retail sector, particularly when it comes to the customer relationship. Smart shelves, shopping carts and in-store robots are all part of a smarter, IoT-enabled vision for an enhanced customer experience. It may be early days, but, retailers are investigating how IoT will reshape the customer experience, create new revenues and enable them to enter new markets.
Moderator: Paul Brown, Director, Projects, UX Innovation Practice, Strategy Analytics
Rajen Sheth, Senior Director, Product Management, Android & Chrome for Work and Education, Google
Greg Chambers, Global Group Director, Digital Innovation, Coca Cola
Santiago Giraldo Anduaga, Senior Director, Urban Science, CARTO
Mike Harkey, VP, Business Development, Foursquare
Andrés Padilla, IoT New Business Director, Telefónica
Vish Shastry, VP, Merchant Solution Delivery and Commercialization, Digital Products, Visa
Aunkur Arya, GM, Mobile, Braintree
Imran Ansani, Principal Manager, Innovation, Walmart Labs