OpenText Customer Experience Management User Group
October 4, 2018 | San Mateo, CA

Time	Topic		
9:30am - 10:00am	Breakfast		
10:00am - 10:15am	Welcome remarks **Gianna Jackson**, Account Executive, OpenText		
10:15am - 10:45am	Customer Experience vision, strategy & roadmap **Guy Hellier**, VP, Product Management, OpenText		
10:45am - 11:15am	Integrated product demo **Nathan Christen**, Sr. Solutions Consultant, OpenText		
11:15am - 11:45am	OpenText Media Management as a repository for all downstream video content **Yazeed Alfawadleh**, Solution Architect, Oracle **David Boyll**, Senior Director, Media Technology, Oracle Advertising & Digital Marketing, Oracle		
11:45am - 12:15pm	Modernization of content & communications **Ron Vargo**, Enterprise Architect, Allstate		
12:15pm - 1:30pm	Lunch & working deep dives (WCM, DAM and CCM independent tracks)		
1:30pm - 2:00pm	Juniper's Marketing Demand Hub Leveraging TeamSite and Juniper Business Logic to target unknown customers and convert them to known customers. **Pradeep Dasarathan**, Director of Digital Engineering, Juniper Networks		
2:00pm - 2:30pm	Case study: "Assets", not files: Pandora Media's evolution to OpenText Media Management **Casey Baker**, Director, Ad Creative Operations, Pandora		
2:30pm - 2:45pm	Break		
2:45pm - 3:45pm	WCM product roadmap and strategy **Jason Jackson**, Director, Product Management, OpenText **Nathan Christen**, Sr. Solutions Consultant, OpenText	DAM product roadmap and strategy **David McGough**, Sr. Product Manager, OpenText **Ed Durst**, Sr. Fellow Solutions Consultant, OpenText	CCM product roadmap and strategy **Avi Greenfield**, CCM Product Strategy, OpenText **Margie Bowman**, Solutions Consultant, OpenText
4:00pm - 4:30pm	Closing remarks **Gianna Jackson**, Account Executive, OpenText		
4:30pm - 6:00pm	Closing reception & bocce at Fieldwork Brewing Co. - Sponsored by **Risetime**		