

Marketplace Risk.

The Conference.

MAY 21 - 22



Marketplace Risk.
Management Conference
2018
San Francisco

Presented by **Checkr**

MON 21

6:00 PM – 8:00 PM

Welcome Reception
Checkr
120 Kearny Street
San Francisco

TUES 22

8:00 AM – 9:00 AM

Check In & Registration

9:00 AM – 9:30 AM

Keynote Address - Trust: The Fundamental Currency of the Sharing Economy
Rooms A and B

9:45 AM – 5:50 PM

Crisis Communications: Message Delivery & Media Training Workshop
(repeated throughout day)
Greenroom

9:45 AM – 10:30 AM

CEO Perspectives on Risk Management
Room A

Using Big Data and Analytics to Identify and Take Action on the Riskiest Consumers
Room B

From Here to Where? Everything You Need to Know About Background Screenings
Room D

Revolutionizing Data Protection: The Five Cybersecurity Goals for Every Marketplace
Room C

10:40 AM – 11:25 AM

Seven Golden Rules for Crisis Communications
Room B

Communicating the Realities of Safety Screening: The Importance of Educating Consumers
Room A

Insurance Innovation: Products Tailored for Marketplaces and the Sharing Economy
Room C

How to Identify and Prevent Fake Accounts
Room D

11:25 AM – 1:25 PM

Grab and Go Lunch
Eat when convenient for you! Grab a box lunch in the lobby and eat with a colleague or bring into a session

11:35AM – 12:20 PM

Risk Management from Investment to Exit: Venture Capitalist Perspectives
Room A

Key Fraud Trends & Prevention Strategies
Room C

Screening Compliance and Pitfalls for Today: What Every Marketplace Needs to Know
Room B

Leveraging Machine Learning to Improve Manual Processing of User-Generated Content
Room D

12:30 PM – 1:15 PM

The Risk Myth: Breaking Through the Digital Divide
Room C

How Modern Marketplaces Innovate on Trust & Safety to Achieve Liquidity
Room B

Engaging with Law Enforcement for Trust & Safety
Room A

Building Trust in Digital Economies with Face Biometrics
Room D

1:25 PM – 2:10 PM

Risk Management vs. Growth: The Epic Startup Dilemma
Room B

Leveraging Social Media to Reduce Risk and Increase Value
Room D

Working with Legislators, Regulators & Municipalities: Government Affairs
Room A

From Innovation to Scale: Adoption of Shared and Autonomous Mobility
Room C

2:20 PM – 3:05 PM

The Future of Marketplace Defenses: Updates and Trends
Room C

Insights & Trends in Digital Identity for Regulated Industries
Room D

Data Sharing Among Marketplaces: Leveraging Privacy Policies for Trust & Safety
Room B

Increasing Trust through Dispute Resolution
Room A

3:15 PM – 4:00 PM

Risk Management from the Industry's Top Lawyers
Room A

Scholarly Insights on Regulatory, Reputational and Strategic Challenges
Room C

GDPR You Kidding Me? Last Minute Compliance for Marketplaces
Room D

Hot Topics: Artificial Intelligence, Blockchain, Cryptocurrency and Machine Learning
Room B

4:10 PM – 4:55 PM

Using Social Impact to Offset Reputational Risk
Room D

Post Mortem: An Autopsy of Shuttered Marketplaces
Room C

Dynamex, Grubhub and Uber Analysis: Takeaways from Notable Cases
Room A

Lawyers and Product, Working Together
Room B

5:05 PM – 5:50 PM

Mitigate Risk and Scale Quickly in the New World of Work
Room C

Emerging Applications of Dark Web Data and AI to Identify Bad Actors
Room B

#MeToo, Tech & Corporate Culture: The Mandate for Leadership
Room A

Google Cloud Platform Solutions for Marketplace Trust & Safety
Room D

6:00 PM – 9:00 PM

Networking Party sponsored by Checkr
845 Market Street
San Francisco

**Some titles may have been abbreviated. Please see the agenda for full details.*

Greetings!

Welcome to the 2018 Marketplace Risk Management Conference! Thank you for joining us! I am very excited to be bringing you the fifth installment of this conference. Since its inception nearly five years ago, the Marketplace Risk Management Conference has become the most comprehensive source of information and networking for the web and mobile marketplace technology industry. Whether you consider yourself part of the sharing, on-demand, gig, peer-to-peer and/or collaborative economy, my hope is that you find the speakers relevant to your business and the content actionable for you and your team.

I also want to thank all our sponsors; without them this conference would not be possible. I especially want to acknowledge our Presenting Sponsor, Checkr, for their tremendous support for and investment in this conference. Checkr and their CEO Daniel Yanisse have been involved in the conference for many years, and they have helped develop this conference into what it is today! In addition to Checkr, a few other sponsors have been involved since day one, including AmWINS, Mason, Seyfarth Shaw and Sittercity. A big shout out and thank you to Bob Wright at AmWINS, Phil Mason and Chris Gunston at Mason, Pam Devata and Laura Maechtlen at Seyfarth Shaw, and Elizabeth Harz at Sittercity. The early success of this conference started with your belief in me and this idea!

This event is for all of you – the attendees. You've already invested your time by registering and showing up. Now it's time to maximize your investment. In the next few pages of this program, you will see over 40 sessions covering diverse topics, including risk management, trust and safety, digital identity, payments and fraud, compliance, regulatory and insurance, crisis management and communications, and

product and technology innovation. I encourage you to come up with a game plan and attend as many sessions as you can throughout the day in order to get the most out of this conference. And remember, this is a marathon, not a sprint!

We have over 300 attendees representing over 150 technology companies in the web and mobile marketplace ecosystem here at the conference. In addition to attending our great sessions, I encourage you to strengthen your network by connecting with the other investors, founders, operators, vendors, service providers, and partners who are with us today. Please also take time to visit the exhibitors that you will see between sessions. These exhibitors are dedicated to this industry and can help take your operations to the next level.

Finally, 2018 is a pivotal moment for the Marketplace Risk Management Conference as we launch the Technology Marketplace Collaborative, the industry group that will serve the growing web and mobile marketplace industry. I invite you to get in on the ground floor of the Technology Marketplace Collaborative by becoming one of the first members and, more importantly, by getting involved in our ongoing development. Be sure to register and join us at the launch tomorrow!

Thank you, again, for joining us today. I really look forward to connecting with you!

Best,



Jeremy Gottschalk
Founder, Marketplace Risk Management Conference

TABLE OF CONTENTS

General Information	4
Agenda	6-17
Risk Management Track	7-9
Trust & Safety Track	11-13
Compliance & Regulatory Track	13-15
Product & Technology Innovation Track	16-17
Speaker Bios	18-34
Notes	36-38
Sponsors	39

General Information

Name Badges

Your conference name badge is your admittance into all sessions. Admittance will be refused to all who fail to present a current name badge. Replacement badges are available at the Registration Desk.

Event Photographs

Attendance at the Marketplace Risk Management Conference constitutes general permission to use photographs or video during the conference and its release pursuant to the terms agreed to upon registration.

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Lost and Found

Do not leave personal items unattended. We are not responsible for lost or stolen items. All lost and found items will be handled through the registration desk and turned into Bespoke Events at the conclusion of the conference.

Disclaimer

The Marketplace Risk Management Conference brings in speakers and presenters from industry leading web and mobile marketplaces across the sharing, on-demand, gig, peer-to-peer and collaborative economy. The information and opinions expressed are for educational purposes only and are neither approved nor endorsed by the Marketplace Risk Management Conference.

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6:00 PM - 8:00 PM

Checkr, 120 Kearny Street
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Welcome Reception

TUESDAY

8:00 AM - 9:00 AM

Bespoke, 845 Market Street
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Check In & Registration

9:00 AM - 5:50 PM

Bespoke, 845 Market Street
San Francisco, CA

Conference Sessions

KEYNOTE ADDRESS

9:00 AM - 9:30 AM

Rooms A and B

Trust: The Fundamental Currency of the Sharing Economy, Nick Shapiro, Global Head of Trust & Risk Management, Airbnb

Trust in traditional institutions like government, big business, the media, and even non-profits is at a record low. At the same time, Airbnb is building trust between people who have never met and empowering millions to travel the world or open up their homes to others. Hear how Airbnb approaches this immense challenge by leveraging technology and innovation, and maintaining a core focus on safety.

RISK MANAGEMENT TRACK HOSTED BY SEYFARTH SHAW

9:45 AM - 5:50 PM

Green Room

Crisis Communications: Message Delivery & Media Training Workshop, Andrew Moyer, Senior Vice President, Crisis & Risk Management, Edelman

(repeated one-on-one throughout the day)

Whether it's a CEO appearing before thousands of shareholders, a manager running a meeting, a spokesperson being grilled by a reporter, or a salesperson making a pitch, we instinctively listen to and trust those who can effectively articulate their thoughts in logical and compelling manner. Come prepared for engagement opportunities with one-on-one workshops focused on the Equip, Empower and Enable method. Equip: with the tools to control any type of public engagement - from a keynote address to a meeting with a key stakeholder or journalist. Empower: to become a trusted ambassador on behalf of the brand, organization or area of expertise. Enable: to take charge of his or her own story while bridging back to the corporate narrative or handling surprise questions. Participants will run through tools and techniques, and practice communicating effectively with a group of people to make a point or share a perspective in an authentic and memorable way.

9:45 AM - 10:30 AM

Room A

CEO Perspectives on Risk Management, moderated by Elizabeth Harz, President and CEO, Sittercity Incorporated, with Trish Lukasik, CEO, Luxury Garage Sale, and Joanna Newman McFarland, Co-Founder and CEO, HopSkipDrive

Risk management is frequently overlooked until it is too late. Often, CEOs and boards only focus on risk management and risk mitigation after an incident or something goes horribly wrong. Rarely do investors focus on risk management during due diligence. Joins us as several marketplace CEOs discuss how they think about risk management - from founding of the company to daily practices to mitigating the inherent risks of active marketplaces.

10:40 AM - 11:25 AM

Room B

Seven Golden Rules for Crisis Communications, Andy Liuzzi, Executive Vice President, Crisis & Risk Management, Edelman

The likelihood that a company will confront a major crisis has risen by more than 400 percent over the last decade. Today's era of transparency, increased enforcement, and heightened stakeholder expectations have rooted considerably more risk into corporate operating realities. The way an organization responds to crisis is often judged in the court of public opinion, quickly condoned or condemned. In the digital age, social media intensifies this phenomenon by providing an effective platform to galvanize and give voice to the disgruntled, exposing businesses to additional layers of scrutiny. Come hear about the *Seven Golden Rules for Crisis Communication* and how to effectively use them during a crisis response.



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11:35 AM – 12:20 PM
Room A

Risk Management from Investment to Exit: Venture Capitalist Perspectives, moderated by Kaema Schenck, Legal Specialist, uShip, with Josh Breinlinger, Managing Director, Jackson Square Ventures, Peter Liu, Vice President, Prtizker Group Venture Capital, and Gary Swart, Partner, Polaris Partners

Investors are increasingly interested in how founders understand the risks associated with the industry in which they operate, as well as how to mitigate those risks. Whether during the initial pitch, during due diligence, while operating the company, or ahead of an exit, founders will inevitably confront risks that are both known and unknown to their business. This panel will explore different perspectives and expectations that investors have when evaluating investments and advising portfolio companies and what founders can do to best position their company for investment and exit.

12:30 PM – 1:15 PM
Room C

The Risk Myth: Breaking Through the Digital Divide, moderated by Joel Espino, Environmental Equity Legal Counsel, The Greenlining Institute, with Danielle Harris, Senior Transportation Planner, SFMTA, Sabrina Mutukisna, Founder and CEO, The Town Kitchen, Elizabeth Reynolds, COO, HyreCar, K.C. Taylor, Reentry Attorney & Manager of Bay Area Partnerships, Root & Rebound, and Jennifer Yeh, Compliance Counsel, Checkr

Resource inequalities and discrimination have long perpetuated a cycle of exclusion, unemployment, and incarceration for entire communities. Although the digital divide is seemingly just another iteration of this inequality, come join a discussion about how to use technology and innovative thinking to break this cycle of exclusion. Specifically, we'll explore how to use technology to bridge the divide and combat inequality, highlight innovative community-based solutions for increasing inclusion and access, and provide guidance for creating an inclusive model of employment.

1:25 PM – 2:10 PM
Room B

Risk Management vs. Growth: The Epic Startup Dilemma, Matt Bendett, Co-Founder and Head of Operations, Peerspace, and Matheus Riolfi, Co-Founder and CEO, Tint.ai

As startups launch and build traction, they inevitably encounter their first big risk scare. While the desire to plug these vulnerabilities may be strong, there are many reasons why startups need to take a measured approach when it comes to trust and safety. Because a business without risk is no business at all, right? In this talk, founders from Peerspace and Tint.ai will team up to discuss the balancing act between risk management and conversion, highlighting how the challenge presents itself at different stages of a company's lifecycle. Ultimately, a safe transacting marketplace can be a key growth driver.

2:20 PM – 3:05 PM
Room C

The Future of Marketplace Defenses: Updates and Trends in Platform Protection and Litigation, Albert Giang, Partner, Boies Schiller Flexner LLP

Any marketplace hoping to scale will face litigation risk. In response, sophisticated companies often rely on a basic toolkit of platform defenses to protect themselves, including the Communications Decency Act ("CDA"), terms of service agreements, and relevant case law. Come learn about the current state of platform defenses and how courts are revisiting some of these traditional protections. Learn how to qualify for CDA Section 230 immunity, and what activities weaken that immunity? Learn why you should avoid cookie-cutter terms of service in favor of terms that are specific to your business model and understandable for consumers. When do courts strike down these defenses, like arbitration provisions, and how can companies get ahead of evolving attitudes about tech companies? Join our discussion led by one of the leading litigators for the sharing economy, who represents some of the most respected and cutting-edge marketplaces in the industry.

3:15 PM – 4:00 PM
Room A

Risk Management from the Industry's Top Lawyers, moderated by Irene Liu, General Counsel, Checkr, with Rob Chesnut, General Counsel, Airbnb, Morgan Fong, General Counsel, Instacart, and Kristin Sverchek, General Counsel, Lyft

At any given company, risk management generally falls at the feet of in-house lawyers. Web and mobile marketplace tech companies are no different. But, what about the startup without in-house legal resources and with no budget for outside counsel? Top lawyers from the most successful marketplaces will talk about their views on risk management and how marketplace tech startups of all sizes and stages can best protect themselves to ensure longevity and growth.

4:10 PM – 4:55 PM
Room D

Using Social Impact to Offset Reputational Risk, Dan Ratner, Founder and CEO, Public Good

According to independent studies by Edelman and Porter Novelli, more than 25% of American consumers will defend or advocate for companies that match their social values when those companies come under criticism. This support can be critical at a time when consumer sentiment can change rapidly and forcefully and is yet another business reason why companies, especially those with high reputational or operational risk, should invest in social impact. This workshop will present several short case studies such as the Parkland shooting, Facebook's data breach, and Uber's response to the Muslim Ban. It will also offer an interactive session on how to build a successful social impact focus within a brand.

5:05 PM – 5:50 PM
Room C

Mitigate Risk and Scale Quickly in the New World of Work, Adam Avramescu, Head of Customer Education, Checkr, Tyler Browne, Product Counsel, Checkr, and Nick Ellis, Ellis Consulting

Come hear how vendors who want to grow quickly are leveling up their background check process through Checkr and how they are mitigating risk by using customer education to keep customers up to date and compliant in a complex and ever-changing industry. You will also hear how accurate forecasting for hiring classes and launching into new locations using Checkr tools can help your organization. Finally, learn how process efficiency combined with Checkr technology and innovation allows customers to spend less time on manual processes and more time on finding and retaining the right talent.



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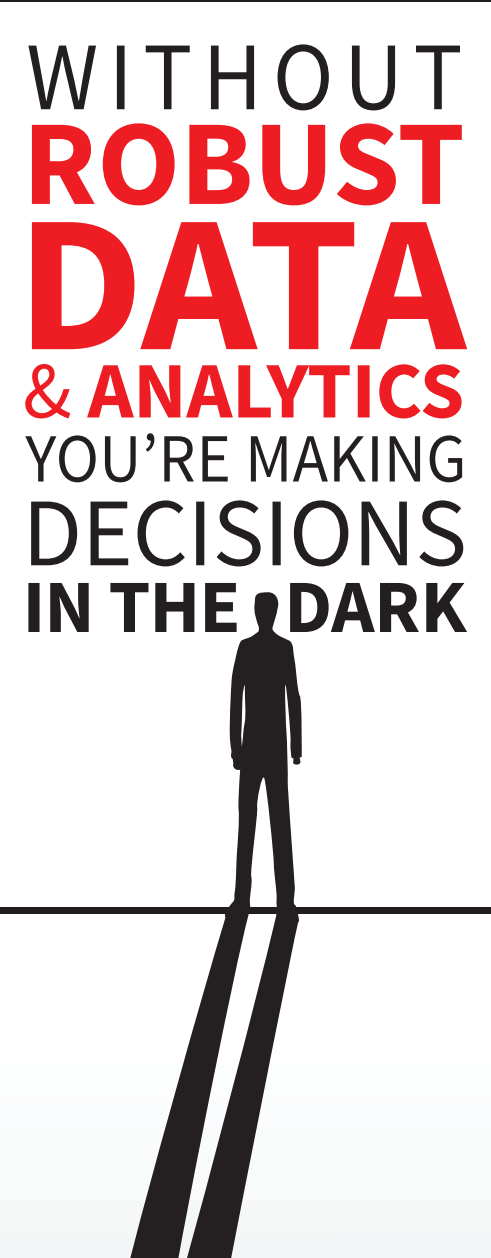
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- 9:45 AM – 10:30 AM**
Room B

Using Big Data and Analytics to Identify and Take Action on the Riskiest Consumers, Andrew Bate, Founder and CEO, Safely, and Kevin Berry, Strategic Solutions Consultant, LexisNexis Risk Solutions

LexisNexis Risk Solutions and Safely have created a sharing economy consumer risk score, a capability LexisNexis Risk Solutions has adapted from their risk management experience in mature industries such as financial services and retail. The model goes beyond criminal background checks and includes new data sources that help predict a consumer's behavior. Safely is then able to take the necessary action and use the risk score to insure vacation rentals for up to \$1M.
- 10:40 AM – 11:25 AM**
Room A

Communicating the Realities of Safety Screening: The Importance of Educating Consumers, moderated by Albert Giang, Partner, Boies Schiller Flexner LLP, with Elvis Chan, Supervisory Special Agent, Federal Bureau of Investigations, Matt Bendett, Co-Founder and Head of Operations, Peerspace, Betsy Cullen, Assistant General Counsel, Care.com, and Bon Idziak, Chief Compliance and Government Relations Officer, Accurate Background

"Trust and Safety" are cornerstones of web and mobile marketplaces, but these deceptively simple words describe complex concepts and depend on a wide variety of screening tools about which consumers often know very little. Panelists will discuss the current state of consumer expectations around trust and safety, the role of marketplaces in educating consumers on safety, tips on effective tactics for doing so, and the potential near and long-term consequences at stake.
- 11:35 AM – 12:20 PM**
Room C

Key Fraud Trends and Prevention Strategies, moderated by Tom Donlea, VP Partnerships, Whitepages Pro, with Jeffrey McGregor, CEO, Truepic, Jamon Whitehead, Co-Founder and Principal, Paladin Group, and Julian Wong, VP Customer Success, Datavisor

"You don't have a fraud problem, you have an identity problem" according to distinguished analyst Avivah Litan of Gartner. Common fraud attacks affect online businesses, including account takeovers, synthetic identities and chargebacks, costing the business valuable time and money. Join this diverse panel of industry veterans to learn how these fraud attacks occur and best practices to detect and deter them.
- 12:30 PM – 1:15 PM**
Room B

How Modern Marketplaces Innovate on Trust & Safety to Achieve Liquidity, Jerry Howe, VP Customer Experience and Trust, OfferUp, and Loni Mahanta, Associate General Counsel, Lyft

Marketplace startups are unique. They don't just serve a single customer base, but connect buyers and sellers. To do this well, marketplaces have to ensure that both sides have a good experience not only with the company, but with each other. While a lot of this is based on inspiring and maintaining trust, building trust is not subjective, but highly tactical. Join us to learn how one company's focus on trust - both online and offline - has contributed to their growth and marketplace liquidity.
- 1:25 PM – 2:10 PM**
Room D

Leveraging Social Media to Reduce Risk and Increase Value, Bianca Lager, President, Social Intelligence

This presentation will explore the types of information shared on social media that can help mitigate the risk of brand damage or negligence. It will also delve into common pitfalls and how to avoid them when applying social media screenings to your marketplace workforce.
- 2:20 PM – 3:05 PM**
Room D

Insights and Trends in Digital Identity for Regulated Industries, Parker Crockford, US Commercial Director, Onfido

Identification and verification have always been key foundations for regulated industries, especially in the digital age. Furthermore, regulatory scrutiny, increasing complexities and volumes, and the risk of financial and reputational damage have incentivized regulated industries to become the stewards of digital identity. Learn how regulated industries are approaching digital identity and the three key takeaways that every marketplace should implement immediately.

The Future is Now.

Seyfarth Shaw LLP is proud to support the 2018 Marketplace Risk Management Conference in its endeavor to create a new industry association for web and mobile marketplaces in the on-demand, sharing, peer-to-peer, gig and collaborative economy.

futureenterprise

Seyfarth is at the forefront of advising companies on the evolving business and legal opportunities surrounding emerging tech and business models. That is why we created Future Enterprise, your guide to the fourth industrial revolution. We invite you to join this community of in-house legal and business leaders who are pioneering new approaches to technology, human workers and innovation.

3:15 PM – 4:00 PM
Room C

Scholarly Insights on Regulatory, Reputational and Strategic Challenges in the Sharing Economy, moderated by Christina Kyprianou, Assistant Professor of Management, College of Business, Clemson University, with Davide Proserpio, Assistant Professor of Marketing, Marshall School of Business, University of Southern California, and Tarun Wadhwa, Writer, Entrepreneur and Academic

This session presents insights emerging from academic research on the topics of regulation, online reputation systems, and strategy in marketplaces. Scholars of innovation, marketing, strategy and entrepreneurship discuss their research and the connections among managing risk and overcoming regulatory hurdles, adapting to local cultures and needs, building trust among users, and shaping user behaviors. Ending with an interactive discussion, this session seeks to encourage the exchange of ideas and collaboration between the scholarly and business communities interested in the sharing economy.

4:10 PM – 4:55 PM
Room C

Post Mortem: An Autopsy of Shuttered Marketplaces, moderated by Lynn Perkins, Co-Founder and CEO, UrbanSitter, with Ben Bear, Founder and CEO, workgeni.us

Taking risks is the only way to succeed. And, sometimes failing is the best way to learn. This session will feature and in-depth discussion with successful marketplace founders who didn't always get it right. Specifically, the panel will feature founders of shuttered marketplaces talking about what went wrong, what they did right, and what advice they have for young founders and operators about risk identification and risk mitigation. Come prepared with questions that you want answered from the veterans who have seen it all!

5:05 PM – 5:50 PM
Room B

Emerging Applications of Dark Web Data and AI to Identify Bad Actors, moderated by Tiffany Moeller, Minor Guard, with Sanjeev Jagtap, Senior Product Manager, Microsoft PhotoDNA, Emily Kennedy, Founder and CEO, Marinus Analytics, and Bill Wiltse, President, Child Rescue Coalition

Experts in their fields, Child Rescue Coalition, Microsoft PhotoDNA and Marinus Analytics share how you can leverage dark web data and emerging AI technology to identify the worst of the worst offenders on your platform. Find out how you can use the same data law enforcement officers around the world depend on every day, or how you can access cutting edge image recognition technologies and content monitoring solutions by attending this panel of short presentations moderated. You will not want to miss this trio of eye-opening presentations!

COMPLIANCE & REGULATORY TRACK HOSTED BY STERLING TALENT SOLUTIONS

9:45 AM – 10:30 AM
Room D

From Here to Where? Everything You Need to Know About the Future of Background Screenings, Angela Preston, SVP and Counsel, Corporate Ethics and Compliance, Sterling Talent Solutions, Chair-Elect, NAPBS Board of Directors

At a high level, this presentation focuses on the long-term issues impacting the background check industry. Specifically, this presentation will address local and global concerns and trends about background screening, how generational shifts need to be understood and taken into consideration, the role of biometrics in screening, emerging privacy trends, and public access to information. This presentation will answer the question: are the only evolutionary paths more control or less control of our data, or is there a third possibility?

10:40 AM – 11:25 AM
Room C

Insurance Innovation: Products Tailored for Marketplaces and the Sharing Economy, moderated by Chris Gunston, Account Executive, Mason, with Wendy Dowd, Partner, Y-Risk, Bob Wright, EVP, AmWINS Group, and Dennis Stefanitsis, Vice President, Sharing Economy Practice, OneBeacon

The panel will introduce forward-thinking and adaptive insurance products that have been specifically designed for web and mobile marketplace technology companies operating in today's sharing economy. These insurance experts will also offer an inside look on how and why these products came together, and how marketplaces can best leverage these products. This panel represents innovation in an industry that struggles in the face of disruption, so you're not going to want to miss what they have to say and how you can protect your marketplace!

11:35 AM – 12:20 PM
Room B

Screening Compliance and Pitfalls for Today: An Update on What Every Marketplace Needs to Know about the Fair Credit Reporting Act and Related Laws, Pamela Q. Devata, Partner, Seyfarth Shaw, and Bon Idziak, Chief Compliance and Government Relations Officer, Accurate Background

Learn best practices and strategies to comply with the myriad of federal, state and local laws related to background checks, workforce screening and compliance. Understand all of the different types of background checks and screening resources and options to ensure that your marketplace is adequately mitigating risk.

12:30 PM – 1:15 PM
Room A

Engaging with Law Enforcement for Trust & Safety, moderated by Tiffany Moeller, Minor Guard, with Nathan Garnett, General Counsel, OfferUp, Scott Schelble, Supervisory Special Agent, Federal Bureau of Investigations, Christopher Veatch, Partner, Perkins Coie, and Bill Wiltse, President, Child Rescue Coalition

It can be daunting the first time law enforcement reaches out to you with a request for information or subpoenas you for records related to an investigation. Similarly, if you suspect that a crime has been committed through your platform or you have information that could help solve a crime, not knowing where to turn can be stressful. This panel will explore how marketplaces can effectively engage law enforcement for their trust and safety efforts and also be responsive to law enforcement when aiding investigations.

1:25 PM – 2:10 PM
Room A

Working with Legislators, Regulators and Municipalities: Best Practices for Successful Outcomes in Government Affairs, moderated by Heather Lewis, Government Affairs, Rover, with Armikka Bryant, Director of Legal and Government Affairs, Dolly, and Gabriel Scheer, Director of Government Affairs and Strategic Development, LimeBike

Government relations, as the name implies, is about building and maintaining relationships with policy makers, key influencers and thought leaders. The goal of these efforts is ultimately to create or maintain ideal conditions under which a business and its users can operate unimpeded. But how does one do this, and how do strategies and approaches differ from jurisdiction to jurisdiction? Three government affairs professionals share learnings, best practices, and the tactics they employ when working with lawmakers.

2:20 PM – 3:05 PM
Room B

Data Sharing Among Marketplaces: Leveraging Privacy Policies for Trust & Safety, Richard Lutkus, Partner, Seyfarth Shaw, and Marvin Morazan, Juris Doctor Candidate, Loyola University Chicago School of Law

A look at the changing landscape of United States and international data privacy laws and the unique ways in which marketplace companies may be exposed to massive liability and statutory damages if they do not have proper privacy policies and data protection policies in place, including when sharing data with third parties. Further, with GDPR's looming effective date many companies will be out of compliance if they do not build security by design or conduct a very careful review of their internal policies to ensure that all collection, processing, and data transfer or storage is up to rigorous standards. Even for companies that may intend to only be used by persons in the United States, globally accessible portions of their website may open the door to thousands or millions of dollars in damages.

3:15 PM – 4:00 PM
Room D

GDPR You Kidding Me? Last Minute Compliance for Marketplaces, Anne Ramberg, Senior Counsel, Perkins Coie

The General Data Protection Regulation, also referred to as 'the regulation on the protection of natural persons with regard to the processing of personal data and on the free movement of such data,' passed by the European Parliament and Council, goes into effect Friday, May 25, 2018. Although it is an EU regulation, it has broad implications, including on marketplaces that do business solely in the US. Come hear how you can get up to speed and in compliance with GDPR and, more importantly, what the penalties are for noncompliance.

4:10 PM – 4:55 PM
Room A

Dynamex, Grubhub and Uber Analysis: Takeaways from Notable Cases Involving Worker Classification Every Marketplace Should Know, Catherine Dacre, Partner, Seyfarth Shaw LLP, and Laura Maechtlen, Partner, Seyfarth Shaw LLP

Most cases at the intersection of worker classification and the gig economy settle - until now! Come hear what labor and employment lawyers and legal experts in worker classification and wage & hour have to say about the two recent worker classification cases affecting the gig economy that went to verdict. Understand how both Grubhub and Uber prevailed in their respective cases, just months apart, and how *Dynamex* will affect your marketplace. You won't want to miss the takeaways that you can easily apply to your marketplace to avoid unnecessary worker classification litigation.

5:05 PM – 5:50 PM
Room A

#MeToo, Tech & Corporate Culture: The Mandate for Leadership, Cynthia Cole, Special Counsel, Baker Botts, Amy Conway-Hatcher, Partner, Baker Botts, Lindsay Llewellyn, Associate General Counsel, Lyft, and Karyn Smith, General Counsel, Chief Compliance Officer and Secretary of Twilio, Inc

Join us for a frank discussion on the impact of #MeToo on leadership in the tech industry. How has the movement impacted our collective view of corporate culture, norms and standards, and the responsibility of organizational leadership? How do you lead, innovate, collaborate, and manage risk at the same time? The landscape has shifted. This will be an interactive discussion about the implications of recent events on the tech culture, organizations, leadership, stakeholders, and how companies should manage risk in light of #MeToo and social media. Our topics range from: (i) assessing and managing risk in the tech culture (ii) setting realistic and achievable sets of standards in a fast paced and entrepreneurial environment to (iii) evaluate reporting systems to (iv) addressing high risk complaints; and (v) managing through crisis events.



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PRODUCT & TECHNOLOGY INNOVATION TRACK HOSTED BY EVIDENT

9:45 AM – 10:30 AM

Room C

Revolutionizing Data Protection: The Five Cybersecurity Goals for Every Marketplace, moderated by David Thomas, Co-Founder and CEO, Evident, with Christopher Moore, Deputy Head of Casualty, Apollo Syndicate Management Limited, Hyun Jee Son, Senior Commercial and Product Counsel, Instacart, and Ajay Yadav, Founder and CEO, Roomi

An estimated 3.9 million Americans now work in the gig economy and that number is growing. With every new customer and worker, marketplaces are requiring more data to be shared in order to maintain and improve the quality, integrity, and functionality of the platform and those who use it. Users are asked to share sensitive information about themselves with every business they engage, increasing the risk that their personal data may be stolen in a data breach or given away without explicit consent. How do marketplaces protect the data they require to grow and secure their platform while giving users confidence that they are still in control of their data? In this panel discussion, we will talk with partners from the world's leading marketplaces to identify and explore five critical cyber security protocols every marketplace must have in order to protect their platform as well as users' information.

10:40 AM – 11:25 AM

Room D

How to Identify and Prevent Fake Accounts, Kevin Lee, Trust & Safety Architect, Sift Science

Fake accounts have been a hot topic in the news as of late. We'll take some time to discuss what's been happening and why. How do industry experts deal with fake accounts and what signals have they used to keep this kind of account abuse at bay?

11:35 AM – 12:20 PM

Room D

Leveraging Machine Learning to Improve Manual Processing of User-Generated Content, Sam de Freyssonet, Head of Technology, Sittercity Incorporated

Maintaining a large staff of manual reviewers for user-generated content is inefficient, costly and does not always provide consistent quality. So, Sittercity has developed ways to better handle many different types of bad actors through a process of better specification of review processes and new tooling, which provides computer vision, text sentiment analysis and data loss prevention. This talk will provide a brief history of discovery as we find the good and the bad with various machine learning systems using Sittercity data. This talk will also demonstrate the various customer, trust and safety and quality review processes Sittercity runs daily on all user-generated content.

12:30 PM – 1:15 PM

Room D

Building Trust in Digital Economies with Face Biometrics, Debra Bernard, Partner, Perkins Coie, and Steve Craig, Director of Product, Mitek Systems

The next wave of transformation for digital economies has recently shifted to incorporate the growing importance of biometrics when verifying someone's identity. With the extensive number of data breaches in recent years, knowledge-based authentication has proven to be ineffective and potentially dangerous, which can escalate into big and expensive problems for businesses. In order to meet users' expectations in terms of ease of use and trustworthiness, digital identity verification offers a balanced experience between convenience and security. By combining the real-time authentication of identity documents with a selfie-based facial biometric comparison, institutions all over the globe can now confidently do business with their digital users - trusting *what they have* and *who they are* and going beyond *what they know*.

1:25 PM – 2:10 PM

Room C

From Innovation to Scale: Obstacles to Mainstream Adoption of Shared and Autonomous Mobility, moderated by Bhumi Shah, Technology Security, Risk and Compliance, RideCell, with Rachel Allen, Group Product Manager - Shared Mobility, Arity, Todd Thomas, VP Business Development, Zendrive, and Aarjav Trivedi, Founder and CEO, RideCell

Less than 5% of passenger miles globally are shared mobility services in ridesharing or car sharing. Autonomous vehicles are on the horizon, but there are significant barriers to overcome before autonomous vehicles are practical and usable at scale. On this panel, we will discuss these obstacles and panelists' views on how they can be overcome.

2:20 PM – 3:05 PM

Room A

Increasing Trust through Dispute Resolution, moderated by Stephen Kane, Founder and CEO, FairClaims, with Sara Giardina, Litigation Counsel, Lyft, Emily Gonzales, Trust & Safety Operations Manager, Airbnb, Tristram Hewitt, Senior Director of Risk, Turo, and Robyn Lunsford, Senior Director, Global B2C Operations & Consumer Insights, Care.com

Marketplaces deal with all sorts of tricky disputes, including chargebacks, property damage, contractor claims, fraud, identify theft and content liability, among many others. Airbnb, Lyft, Turo, and Care.com are no exception. Representatives from these industry leading marketplaces will share their experiences, challenges and solutions to dealing with disputes of all kinds and sizes. Join an informal, interactive panel, followed by a question-and-answer session on how best to tackle marketplace disputes in the digital age.

3:15PM – 4:00PM

Room B

Artificial Intelligence, Blockchain, Cryptocurrency and Machine Learning: How the Hottest Topics in Technology Intersect with Marketplaces, Robert Jacobs, Partner, Perkins Coie, and Wendy Wallace, Senior Legal Counsel, New Alchemy

The technology industry is known for buzzwords and hype. Combining that with new and innovative business models that are disrupting established industries makes for a whole lot of confusion. Join us to unpack the latest trends and the hottest topics as they relate to artificial intelligence, blockchain, cryptocurrency, machine learning, and others, and how these trends and topics intersect with web and mobile marketplaces. You'll leave this session feeling up-to-date on everything tech marketplace!

4:10 PM – 4:55 PM

Room B

Lawyers and Product, Working Together, Kate Aishton, Lead Counsel, Instagram, and Bangaly Kaba, Head of Growth, Instagram

Product managers and legal counsel need to work closely to keep features shipping. How do you overcome the differences in priorities, work styles, and language? Lots of communication and some good tricks. In this presentation, a product manager and an attorney will talk about how they get stuff done while walking through the process of launching products.

5:05 PM – 5:50 PM

Room D

Google Cloud Platform Solutions for Marketplace Product and Technology Innovation in Trust & Safety, Google Cloud Platform

Come learn about the myriad of tools and resources that Google Cloud Platform offers for marketplaces to tackle risk. Google's Cloud Machine Learning Engine provides a rich toolset for tackling fraudulent, predatory, unsavory and other nefarious activities. In addition, Google's Data Loss Prevention API can protect marketplace users' PII from being exposed with photos, video or text. Further, natural language processing can transcript conversations and provide sentiment analysis and/or keyword search capability. And, for more nuanced problems, Google Cloud Platform offers the Tensor Flow managed platform for custom, defined machine learning models to be trained and used at scale. There is a huge amount of potential for managing marketplace risks within these tools with the correct composition and execution. Come hear how your marketplace can leverage these tools and resources.

6:00 PM – 9:00 PM NETWORKING PARTY SPONSORED BY

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Speaker Bios

KATE AISHTON

Kate Aishton is Product Counsel at Instagram where she covers privacy and regulatory review for Instagram's consumer products. She previously worked in technology policy, running conferences on spectrum and network neutrality, and leading operations for a fashion and personal styling startup. Her previous work as an attorney has covered mobile payments and ad tech. Kate received her BA from Reed College, MA from University of Southern California, and JD from Georgetown University Law Center.

RACHEL ALLEN

Rachel Allen is the Group Product Manager - Shared Mobility for Arity, a technology company founded by the Allstate Corporation. In this role, Rachel has been responsible for defining and bringing to market Arity's Shared Mobility Solutions - a set of products that use predictive risk analytics and driving data to help operators manage shared-fleet efficiency. She remains focused on helping Arity and its customers leverage data, insights, and technology to help build the next generation of a connected transportation network. Prior to Arity, Rachel worked at Accenture integrating multiple complex systems before joining HERE Maps, where she built multi-model navigation products, and then Conversant Media, where she created user profiles based on geo-spatial travel patterns for ad targeting. Rachel has an MS from Northwestern University and a BS from DePaul.

ADAM AVRAMESCU

Adam is the Head of Customer Education & Training at Checkr. Prior to joining Checkr, Adam was Director of Optiverse and Customer Education at Optimizely, where he served as a leader on Optimizely's Customer Success team, leading the Customer Education function. Prior to that, Adam was Manager of Training Content and Evaluation at Kasasa. Adam received his BA from the University of Texas at Austin.

ANDREW BATE

Andrew Bate is Co-Founder and CEO of Safely, the trust and safety company for short-term home rentals. Established in 2013, Safely knows the 14% of guests who cause 70% of the bad Airbnb and HomeAway stays. They create a risk score, verify guests as trustworthy, and back each reservation with a \$1,000,000 insurance policy. Andrew was previously an analyst at McKinsey & Co, where he specialized in revenue management, loyalty programs, and travel distribution for the firm's travel practice. Andrew holds an MBA from the London Business School, where he also attended the Chinese University of Hong Kong on an exchange, and a BBA from Emory University.

BEN BEAR

Ben is currently the VP of Business Development, Partnerships and Policy at Spin, which is a community of dockless bike and scooter-share options to get you where you need to go. Prior to Spin, Ben was Co-Founder and CEO of WorkGenius, a scheduling and support platform for hourly workers.

MATT BENDETT

Matt is the Co-Founder and Head of Operations at Peerspace, a fast-growing, short-term space and events marketplace. He has spent his career launching and building consumer-facing businesses, spending time in leadership as an operator, marketer, and product manager. He is passionate about delighting customers, building creative solutions to complex problems, and providing answers for those in search of inspiration. Matt holds a BA in Political Economies from the University of California - Berkeley.

DEBRA BERNARD

A litigator to the core, Debra Bernard devises efficient, collaborative and novel strategies to resolve disputes across a range of legal issues and practices, including class action defense of claims under the Illinois Biometric Information Privacy Act (BIPA), the Telephone Consumer Protection Act (TCPA), and other consumer and privacy claims, as well as other areas of commercial litigation. Debra provides counsel to clients in a number of industries, including technology, education, retail and consumer products. A partner in the Commercial Litigation practice, Debra leads teams in all phases of litigation, including the formulation of discovery

plans, motion practice and litigation strategy with the ultimate result of successful summary judgment outcomes, class certification defeats and settlements favorable to her clients. Some examples of Debra's successes include a recent defeat of class certification in a TCPA case against Obama for America and the DNC; a dismissal with prejudice against Getty Images in a right of publicity class action prior to discovery; and summary judgment in favor of Riddell on a \$40 million counterclaim for false advertising.

KEVIN BERRY

As a Strategic Solutions Consultant, Kevin Berry is an expert in LexisNexis® Risk Solutions scoring products and solutions. These products combat against identity theft, fraud, and credit risk, while arming clients with more insights on their customers to help limit possible losses. Kevin joined LexisNexis Risk Solutions in 2004 as a Sales Account Manager and Strategic Batch Consultant before transitioning to the scoring and analytics team in 2012. He attended Florida Atlantic University and graduated with a Bachelor of Science degree in Business Finance.

IAIN BOYER

Iain Boyer is a Partner at Y-Risk. Iain brings 26 years of experience as an underwriter & intermediary to Y-Risk and sharing economy clients. In his current role, he is responsible for underwriting and the oversight & development of products. Prior to joining Y-Risk, Iain held a variety of underwriting leadership, innovation and executive management roles with ACE, Guy Carpenter, Discover Re and Chubb. Iain holds a Bachelor of Arts degree from Hamilton College and an MBA from Bentley University's McCallum Graduate School of Business.

JOSH BREINLINGER

Josh joined Jackson Square Ventures in 2010, bringing operating experience as a founding team member of oDesk, a Co-Founder at Rev, and the Head of Product and Marketing at Adroll. He loves marketplaces - especially at the early stages when a startup must deal with the inevitable challenges of the chicken and the egg. In a former life, he went to MIT for mechanical engineering and built fuel injectors to lower emissions.

TYLER BROWNE

Tyler is Product Counsel at Checkr, where he works closely with the Product and Engineering teams to advise on new features and business initiatives to ensure compliance with regulatory and contractual obligations. Tyler designs compliance-focused products to support employer compliance with EEOC and Fair Chance hiring laws. In addition, he drives internal compliance initiatives (policies, procedures and trainings). Tyler received his BS from California Polytechnic State University and his JD from Golden Gate University School of Law.

ARMIKKA BRYANT

Armikka Bryant joined Dolly in December 2017 as Director of Legal and Government Affairs. Prior to joining Dolly he was an Assistant Attorney General at the Washington State Attorney General's Office. He earned his BA at the University of Michigan, JD from the University of Iowa, and LLM (Tax) from the University of Washington.

ELVIS CHAN

Elvis Chan is a Supervisory Special Agent (SSA) assigned to FBI San Francisco. SSA Chan manages a squad responsible for investigating national security cyber matters. With over 12 years in the Bureau, he is a decorated agent who is recognized within the Intelligence Community as a cyberterrorism expert. SSA Chan was the lead agent on significant cyber investigations and managed joint counterterrorism operations with domestic and foreign law enforcement agencies. Prior to joining the Bureau, SSA Chan was a process development engineer in the semiconductor industry for 12 years. He holds two U.S. patents, presents at many technical and law enforcement symposiums, and published multiple articles in technical journals. SSA Chan graduated from the University of Washington with degrees in chemical engineering and chemistry.

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As the first digital platform for finding and managing child care, Sittercity has always been dedicated to providing a safe environment for those who use our service. We're proud to lead the way forward at this year's Marketplace Risk Conference, building a stronger foundation for the 21st-century economy by radically simplifying the way families and sitters connect.



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Photo credit: SolStoek

Speaker Bios

ROB CHESNUT

As General Counsel for Airbnb, Rob is responsible for driving the legal strategy of the company and overseeing the company's corporate and legal affairs. Rob brings over thirty years of legal experience, spanning the government and high profile e-commerce and technology companies. Prior to Airbnb, Rob served as the Senior Vice President and General Counsel for Chegg's corporate and legal affairs. Before Chegg, Rob served as Senior Vice President and General Counsel for LiveOps, Inc., spent almost ten years with eBay as the Deputy General Counsel in charge of U.S. legal affairs and later as the founder of eBay's Trust and Safety Department. With extensive experience in the U.S. Justice Department, Rob handled the espionage prosecutions of CIA employees Aldrich Ames and Harold Nicholson, and he received the Department's John Marshall award for litigation, and the CIA's Outstanding Service Medallion. When he's not working, Rob loves to spend time with his family, travel and golf. Rob earned his BA from the University of Virginia and is a graduate of Harvard Law School.

CYNTHIA COLE

Cynthia is Special Counsel at Baker Botts in Palo Alto representing global companies, start-ups and private equity firms in complex strategic business transactions, privacy and big data. Prior to this, she was the general counsel of Spectra7 and became the CEO Microsystems when company founder and CEO Tony Stelliga passed suddenly in 2016.

AMY CONWAY-HATCHER

Amy is a former federal prosecutor (with sex crimes experience) and accomplished litigator. Her practice focuses on corporate investigations, compliance and white collar matters. She regularly counsels clients on crisis management planning and assessment of risk related to matters with potentially significant media coverage. She's received consistent accolades from Chambers and other rankings.

STEVE CRAIG

Steve directs products & user experience strategy for Mitek's global identity business. With over a decade of experience in FinTech, Steve previously worked on software-as-a-service and mobile solutions for Digital Insight, Intuit, and Hewlett Packard. Steve resides in San Diego and holds an MBA from the Rady School of Management at UCSD.

PARKER CROCKFORD

With over 10 years in the technology, finance and commerce industries (among others), Parker has been a critical player in the business development and sales growth for some of the top startups in the U.S. and UK. At the heart of his past accomplishments is his commitment to the advancement of technology in education and industry, as well as support for charities and the betterment of his global community. Parker joined Onfido in the spring of 2016 as the Commercial Director/GM heading the U.S. operations. Together, Parker and the founders of Onfido hope to change the FinTech industry and open new frontiers into RegTech and beyond.

BETSY CULLEN

Elizabeth (Betsy) Cullen is Assistant General Counsel for Care.com, Inc. where she provides general advice on a variety of areas within the company, including on-line marketplace safety, product, marketing, public relations, document management and insurance. In addition, Betsy manages all aspects of litigation for the company. Before joining Care.com's legal team, Betsy practiced as a commercial litigator at a large, international law firm and divided her practice between trial and appellate matters for large and small businesses. Betsy also has a Master's Degree in Education policy and taught high school before attending law school.

SAM DE FREYSSINET

Sam is presently at Sittercity developing technology to make childcare finally work, using data and machine learning to explore opportunities for creating wonderful user experiences and safer market places. In a previous life, Sam worked in London for Inviqa bringing the national television streaming service BBC iPlayer into the social age, whilst also architecting the next real-time payment platform for charity Comic Relief.

CATHERINE DACRE

Catherine Dacre is the leader of the Wage & Hour Litigation Practice Group in Seyfarth Shaw's San Francisco office. Her practice includes wage and hour class action litigation of California Labor Code and FLSA claims in state and federal court. Ms. Dacre has a 25-year history in litigation representing clients in the retail, personal services, pharmaceutical, technology, medical, hospitality, security services, restaurant, insurance, financial services, food production, transportation, publishing, and entertainment industries, through trial and appeal. She has successfully defended employers in wage and hour class actions, as well as discrimination, harassment, wrongful termination, retaliation, whistleblower and other matters in state and federal court.

PAMELA Q. DEVATA

Pam Devata is a Labor and Employment Partner at Seyfarth Shaw, LLP. She is a subject matter expert on the Fair Credit Reporting Act (FCRA) and state laws effecting background screening. She leads Seyfarth's Background Screening Litigation and Compliance Team and counsels both employers and providers (resellers and consumer reporting agencies) of background information on compliance requirements under the FCRA and related state laws on a daily basis. She has been involved in hundreds of single-plaintiff lawsuits and numerous nationwide class action cases regarding the FCRA and similar state laws. Ms. Devata is also a past member of the Board of Directors of the National Association of Professional Background Screeners.

TOM DONLEA

Tom leads the marketing efforts to expand the global recognition of Whitepages Pro as the definitive identity verification data provider for risk management. He focuses on bringing our message to market through public, media, and analyst relations. Prior to Whitepages Pro, Tom was the Director of the Merchant Risk Council.

WENDY J. DOWD

Wendy Dowd is president of Y-ProTech, a division of Y-Risk. Wendy manages the cyber and technology liability insurance solutions for Y-Risk, a managing underwriting company focused on creative solutions for insuring unique and emerging exposures of tomorrow's economy. Prior to joining Y-Risk, Wendy held various leadership roles in insurance underwriting management, product development, and innovation with a focus on the technology and financial institutions industries. For more than 25 years, she has been underwriting and managing D&O, E&O, cyber, EPL, fiduciary, and financial fidelity and crime insurance, from Los Angeles, Bermuda, and New York. Wendy is a chartered financial analyst and a graduate of Pomona College.

NICK ELLIS

Nick is the founder of Ellis Consulting where he works with others to design, build, and operate world-changing companies. Clients range the gamut from blue-collar shipyards to Y Combinator growth-stage companies. Nick is an advisor to many tech companies, including Ashoka and Wonolo. Nick received his BA from Stanford University and his MSc from London School of Economics and Political Science.

JOEL ESPINO

Joel Espino is Environmental Equity Legal Counsel at The Greenlining Institute, a racial justice non-profit based in Oakland. He works to reduce poverty and pollution in communities of color through advocacy for accessible, affordable and clean transportation choices and a diverse clean energy economy. He leads Greenlining's transportation equity work advocating to increase racial equity in transportation planning and investments; implementing the Charge Ahead California Initiative - a law that works to make electric vehicles (EV) accessible to low and moderate-income Californians, and advocating for equitable EV charging infrastructure investments at the California Public Utilities Commission, the California Energy Commission, and within the Volkswagen Diesel Settlement. Espino has authored multiple reports, blogs, and op-eds on equity in electric mobility.

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MORGAN FONG

Morgan Fong is the General Counsel at Instacart where he directs all legal matters for one of the largest, same-day grocery delivery services in the world. Before joining Instacart, Morgan served as in-house legal counsel for Trulia. Morgan received a BA in Economics and East Asian Studies from Yale University, and he received his JD from the University of California, Berkeley School of Law.

NATHAN GARNETT

Nathan Garnett joined OfferUp as general counsel in October 2017. He oversees the company's legal and compliance matters, and has a background in technology law, securities reporting, corporate governance, commercial and regulatory matters, and mergers and acquisitions. Prior to joining OfferUp, Nathan served in several legal roles at Seattle-area technology companies, including VP, Deputy General Counsel at Avalara, Inc., General Counsel and Secretary at Blucora, Inc., and Associate General Counsel and Assistant Secretary at drugstore.com, inc. He also worked as an associate at the law firm of Perkins Coie LLP, where he specialized in technology transactions. Nathan is a graduate of the University of Washington and the University of Washington School of Law. As an avid baseball fan, Nathan's favorite purchase on OfferUp is a Robinson Cano bobble head.

ALBERT GIANG

Albert is a partner at Partner, Boies Schiller Flexner LLP. Albert's practice focuses on technology companies and startups, by defending disruptors faced with legal challenges and helping new business models navigate existing regulations. His clients include some of the most respected companies in the sharing economy and e-commerce space. In addition to defending clients as outside litigation counsel, he has served two stints in-house at a leading technology company, and provides strategic counseling on cutting-edge regulatory issues, governmental compliance, class actions, and complex consumer and employment disputes. Albert has been recognized as one of the "Most Influential Minority Lawyers" by the Los Angeles Business Journal, one of the "Best Under 40" by the National Asian Pacific American Bar Association, and as a "Rising Star" in the Appellate field by Super Lawyers and Los Angeles magazines.

SARA GIARDINA

Sara Giardina serves on the Litigation Counsel for Lyft. She graduated from Berkeley school of law in 2011. She has been working with Lyft for just shy of three years. Not only does Sara bring a background of litigation to Lyft, but she has a focus on the technology sector. She has helped companies resolve matters concerning patents and other intellectual property, contracts, and business torts.

EMILY GONZALES

Emily is the Trust and Safety Operations Manager, North America, at Airbnb. She is an experienced leader, currently managing a global operations team, with a focus on scaling trust and safety operations, including strategic, data-driven decision making, constant efficiency improvements and operationalizing our high-level vision throughout the team. A few of her many accomplishments include building out the Airbnb Trust and Safety team in Portland, developing workflows and designing product tools for new screening functions and scaling the Community Defense - Offline team. Emily is coming up on her 7th year at Airbnb.

JEREMY GOTTSCHALK

Jeremy is an expert in risk management and legal strategy for web and mobile marketplace tech companies. With 15 years of experience as a lawyer, operator and consultant to venture capitalists, founders and operators, he has become an industry-leading voice for legal strategy and risk management for the sharing economy (on-demand, gig, collaborative, peer-to-peer, etc.). His advice and counsel have returned measurable results, having saved millions of dollars and helped avoid litigation for marketplaces operating in the riskiest and most litigious industries. Jeremy founded the Marketplace Risk Management Conference as an industry networking and knowledge-sharing platform for the web and mobile marketplace ecosystem, and he regularly consults venture capitalists, tech startups and vendors in this ecosystem. Jeremy serves on the board of directors for several organizations, including as the Board Secretary for Sittercity Incorporated. Jeremy received an MBA from Northwestern University Kellogg School of Business, a JD from Loyola University Chicago School of Law and a BA from Marquette University.

CHRIS GUNSTON

Chris is a 15+ year insurance professional. The majority of his career has been spent as an independent broker with a focus on helping innovative companies efficiently manage complicated and often high stakes risks, complete strategic transactions, and address central regulatory matters. Chris' personal areas of expertise include professional liability and data security risks. His clients include some of the country's leading information technology, internet, and professional service firms, as well as the venture capital and private equity firms that fund them.

DANIELLE HARRIS

Danielle J. Harris is the Senior Planner for the San Francisco Municipal Transportation Agency's Office of Innovation, working to shape emerging mobility technologies and services, like ride hailing, microtransit, bikeshare, and autonomous vehicles, to ensure their alignment with San Francisco's goals for a safe, equitable, and sustainable transportation system. Danielle explores the intersection of mobility, innovation and human behavior using community engagement, piloting and data analytics. She focuses on how emerging mobility services and technologies can create more equitable and sustainable urban environments that respond to community needs and desires. Danielle joined SFMTA in 2007 and earned a Bachelor of Science in City and Regional Planning from Cal Poly San Luis Obispo.

ELIZABETH HARZ

Elizabeth Harz is an experienced technology executive who has led both startups and global businesses through periods of tremendous growth. As CEO of Sittercity, she is leading the company on an ambitious course to make childcare finally work. Prior to joining, she held leadership positions with consumer and B2B brands including Yahoo!, Electronic Arts, Chegg and CNET. As a mother of two, Elizabeth is excited to be using her experience to tackle a challenge that she and her friends and family face every day.

TRISTRAM HEWITT

Tristram is the Senior Director of Risk at Turo. He is an MBA graduate of The University of Chicago Booth School of Business. He has a background in management, consulting and excels in business strategy. Tristram has just entered into his 3rd year with Turo and oversees all things risk, claims, safety, and fraud.

JERRY HOWE

Jerry is responsible for OfferUp's trust, safety, and customer experience teams, as well as all aspects of security, customer service, risk, and site moderation. Prior to joining OfferUp, Jerry was the head of North America customer experience at Airbnb, while acting as the North American site director leading all aspects of internal and external operations teams. Prior to that, Jerry was the Director of Global Threat Response at McAfee Labs where he led a global security incident response team focused on improving critical incident response and reducing cost across both consumer and corporate lines of business. Jerry has more than 30 years of leadership experience in the customer experience, support, and services business. Jerry holds an A.A.S. degree from the University of Northern Iowa.

BON IDZIAK

Bon Idziak is a 20-year industry professional and subject matter expert on the topics of background screening, drug testing and HR technology. Prior to joining Accurate Background, Bon was Head of Compliance and Government Relations for screening startup Checkr, and CEO of Florida-based Applicant Insight. Bon's philosophy is to minimize hiring and retention risk through the design, implementation and management of an intelligent screening program, embracing industry standards and best practices, while ensuring compliance. Currently, Bon serves on the Board of Directors for the National Association of Professional Background Screeners (NAPBS) and for the HR Open Standards Consortium (Worldwide), where he previously served as Chairman, Secretary and Treasurer. He is also Past President for the Substance Abuse Program Administrators Association (SAPAA).

ROBERT JACOBS

Robert Jacobs is a partner in Perkins Coie's Washington, D.C., office, and the Firmwide Chair of the Insurance Recovery Practice. Robert has represented policyholders in a wide array of insurance coverage disputes arising from such things as product liabilities, asbestos and other toxic tort claims, first-party property loss, business interruption, advertising liability, kidnap and ransom losses, and various directors and officers-related liabilities. Robert has extensive experience assisting policyholders in enforcing their rights to coverage under most commercial insurance products including Comprehensive General Liability (CGL) policies, London Market umbrella and excess policies, so-called "Bermuda Form" excess liability policies, directors and officers liability policies, errors and omissions/professional liability policies, multimedia policies, fidelity policies and other specialized coverage. Rob recently published a podcast on insurance recovery in the blockchain space.

SANJEEV JAGTAP

Sanjeev Jagtap is a Senior Product Manager for machine-assisted content moderation and filtering services and tools that are part of the Microsoft Cognitive Services and AI product line. In his current role at Microsoft, he incubates and scales internal innovations while ensuring great customer and partner experiences from discovery to adoption. Sanjeev is also an active Hackathon participant at Microsoft with award-winning projects on using AI for Social Good that have included enhancing kids' education and disrupting social evils such as trafficking and cyberbullying.

BANGALY KABA

As the Head of Growth at Instagram, Bangaly is responsible for building products that increase the size of Instagram's user base around the world. Bangaly's team helps people to discover and sign up for Instagram, find and connect to their friends, and stay up-to-date about their content and the broader IG community. Prior to Instagram, Bangaly led the team at Facebook that helps build the social graph and

worked at DirecTV's Digital Innovation Lab building apps that enable new ways to consume media. Before working in tech, Bangaly worked in education, including three years as a Dean of a boarding school in Switzerland, and in finance as an Asset Manager at Lehman Brothers and Barclays Capital. Bangaly holds a BA in History and Spanish from Washington University in St. Louis and an MBA in Entrepreneurship and Finance from the University of Southern California.

STEPHEN KANE

Stephen is a Stanford CodeX Center for Legal Informatics fellow and Founder and CEO of FairClaims, an online dispute resolution platform. Stephen was formerly at O'Melveny & Myers, in house at a large communications company and part of the early team at Lex Machina, a litigation analytics platform that recently sold to Lexis Nexis. He's also a founder and Chairs the Board of GRID110, a 501c3 working in partnership with the LA Mayor's office to build up the start up scene in downtown LA with a fashion tech accelerator and other programming.

EMILY KENNEDY

As CEO of Marinus Analytics, Emily leads development and deployment of advanced data mining and machine learning tools to local, state, and federal law enforcement for use on criminal cases, with an emphasis on sex trafficking investigations. Emily routinely works alongside, advises, and teaches stakeholders, such as attorneys general, prosecutors, law enforcement agents, and non-profit victim services organizations, on micro and macro approaches to combatting and measuring human trafficking in the United States and abroad. Her work has been covered at the United Nations, NBC News, Vice, CBS News, and Scientific American. Emily's projects have generously received funding from the National Science Foundation, the Bank of New York Mellon, and DARPA. Daily, Emily is intrigued by technology solutions to social problems and she is driven to innovate new ways to work with government organizations toward data-driven solutions.



One sophisticated platform prevents all fraud and abuse

Whether you're wrestling with fake listings, malicious content, counterfeit goods, or scams, Sift Science can help.

Our machine learning and natural language processing technology is designed to detect bad actors of all types - before they strike.

PATREON

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Maritza Dominguez, Trust & Safety at Patreon

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CHRISTINA KYPRIANOU

Christina is an Assistant Professor of Management at Clemson University. She earned her PhD from the University of Texas at Austin. Her current work is inspired by the sharing economy and the entrepreneurial strategies that nascent peer-to-peer marketplaces pursue to build two-sided networks. Within the sharing economy as well as other contexts, Christina's research also examines entrepreneurial firms' strategic use of language and its role in resource acquisition. She is enthusiastic about inductive, theory building studies using qualitative data as well as content analysis and text mining techniques.

BIANCA LAGER

Bianca Lager, President of Social Intelligence, drives the vision for Social Intelligence to provide productive, ethical and innovative solutions for workforce background screening. Her time with the company has been spent working closely with human capital management and general counsel across the nation, aligning Social Intelligence to be responsive to the dynamic legalities of social media in application to workforce decisions. Bianca obtained an MBA from Pepperdine Business School, with a certification from Pepperdine Law School in Human Resources and Dispute Resolution. Prior to that, Bianca spent several years as an HR and Business Manager in the highly regulated transportation industry before moving on to technology.

KEVIN LEE

Kevin is the Trust & Safety Architect at Sift Science where he is driven by building high-performing teams and systems to combat malicious behavior. He has worked for the last 12+ years developing strategies, tools and teams responsible for billions of users and dollars of revenue. Prior to Sift Science, Kevin worked as a manager at Facebook, Square and Google, where he lead various risk, chargeback, collections, spam and trust and safety organizations.

HEATHER LEWIS

Heather Lewis serves on the Government Affairs team at Rover.com, a Seattle-based, online marketplace startup that connects over 200,000 pet service providers with 3.59 million pet owners across the United States and Canada. She was formerly the Director of the Fast Pitch and impact investing programs at Social Venture Partners, an incubator for early-stage technology companies, having previously consulted for public sector and international organizations, including the University of Washington and UNHCR on a range of technology and policy-related issues. Heather is the Chair of the City of Seattle's Community Technology Advisory Board, and a member of the Pacific Northwest Cybersecurity Business Leadership Council. She holds a Bachelor's degree from the University of British Columbia, and an MPA in Science and Technology Policy, as well as certificates in Technology Entrepreneurship, and Technology Law and Public Policy from the University of Washington.

IRENE LIU

Irene comes to Checkr with broad legal, compliance and consumer protection expertise after working at high-tech companies and at the Federal Trade Commission. As the General Counsel of Checkr, Irene oversees all of the company's legal and compliance affairs and provides strategic and tactical legal support to the leadership team. Prior to going in-house, Irene worked at the U.S. Department of Justice in the Antitrust Division and at the FTC in the Bureau of Consumer Protection. As a former FTC attorney, Irene has a strong understanding of consumer protection laws to help technology companies navigate challenging legal and regulatory landscapes. She further gained extensive international policy and compliance experience while overseeing BlackBerry's global compliance team. She is also a certified information privacy professional and regularly provides counseling on global and U.S. privacy laws to tech companies.

PETER LIU

Peter is Vice President at Pritzker Group Venture Capital, where he has been involved in over 25 early and growth stage technology investments, representing over \$120M in deployed capital. Peter is responsible for sourcing series A/B investments and providing diligence and oversight for the firm's investments in VR/AR, software, and consumer Internet.

ANDY LIUZZI

As Executive Vice President and Head of Edelman's Crisis & Risk Management practice in Chicago, Andy serves a hybrid role, helping global clients with proactively mitigating issues and risk as well as working on long-term reputation management strategies. Andy's background includes strategic counsel and execution across a broad range of operational, strategic, and crisis management engagements, high profile litigation assignments and comprehensive public strategy campaigns. In addition, as the U.S. lead for Edelman's Data Security & Privacy Group, Andy leads Edelman's response to security engagements. Recent work with data security and privacy have included engagements within the healthcare, retail, financial services, higher education and technology industries involving ransomware, cyber attacks, hacktivists, lost devices with sensitive information and IP theft.

LINDSAY LLEWELLYN

Lindsay Llewellyn is Associate General Counsel at Lyft. As Lyft continuously pushes boundaries in its exploration of modern transportation, Lindsay and her team work to manage an ever-growing litigation portfolio while also providing timely, targeted, and realistic legal advice to business partners. Prior to joining Lyft in 2014 as the company's first in-house litigation counsel, she worked as a civil litigator at Winston & Strawn. Before law school, Lindsay worked in jury consulting, focusing on both criminal and civil matters. Lindsay received her JD from University of California's Hastings College of the Law and her BA from the University of Southern California.

TRISH LUKASIK

Trish Lukasik is a high-energy leader who recently shifted into the fast-paced world of technology and e-commerce, assuming the position of CEO at Luxury Garage Sale, which is a leading omni-channel retailer of high-end boutique and consignment merchandise. Prior to joining, Trish transitioned from a career in consumer products to SpotHero, where she served as Chief Operating Officer. Before joining SpotHero, Trish built a distinguished career over two decades within the consumer packaged goods industry, with significant experience across Procter & Gamble, The Coca-Cola Company and PepsiCo, most recently serving at the Chief Customer Officer for a \$10B division of PepsiCo. Her journey includes broad experiences in customer management, finance, manufacturing, global operations, general management, new product and strategic planning, mergers and acquisitions, and talent sourcing. She currently serves on the boards of the Sargento Foods Company, NatureBox, Aspire and WTTW.

ROBYN LUNSFORD

Robyn is the Senior Director of Growth, Global B2C Operations and Consumer Insights at Care.com. She has been with the company for nearly eight years. Between her 3rd and 4th year, she was even nominated and accepted into the Boston Chamber of Commerce's Women's Leadership Program. She has found many ways to improve the efficiency and scalability across organizations and teams and drives all competitive and consumer research efforts globally for Care.com. Robyn directs a strategic and analytical cross-functional team to achieve and exceed business goals by establishing the vision and business model for new revenue opportunities and driving the product, marketing, operational and business development strategies that support it.

RICHARD LUTKUS

Mr. Lutkus is a Partner in the San Francisco office of Seyfarth Shaw LLP. His practice is dedicated to complex information governance issues including information security, eDiscovery consulting and litigation response, digital forensics, data breach prevention and response, cyber-stalking mitigation, and information technology related policies and practices. Mr. Lutkus is the only attorney in the world that holds deeply technical certifications in digital forensics (EnCE), eDiscovery (EnCEP), and information security (CEH). Mr. Lutkus' exceptionally strong technical background includes experience in information security, computer programming, computer and mobile device forensics, and eDiscovery. With over 13 years of experience, Mr. Lutkus represents and provides information governance consulting to a broad range of clients—from Fortune 100 global enterprises to small and mid-sized companies alike.



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JOANNA NEWMAN MCFARLAND

Joanna McFarland is the Co-Founder and CEO of HopSkipDrive, the ride service for busy families that gets kids where they need to go safely and dependably. Joanna and her two co-founders created HopSkipDrive to solve their own problem as busy, safety-obsessed moms who were struggling to get their eight children to and from five different schools and more than 20 after-school activities. Before starting HopSkipDrive in 2014, Joanna spent 15 years leading product management and business development for a wide range of top technology and online brands. Her career spans executive level roles at companies including WeddingChannel, Green Dot, YP.com and Oversee.net. In addition to her management experience, Joanna spent the first part of her career as an investment banking analyst at Salomon Smith Barney and in private equity as an investment analyst at Hicks, Muse, Tate & Furst, working on leveraged acquisitions across a wide variety of industries. Joanna has an MBA from Stanford University and a BS in Economics from the Wharton School at the University of Pennsylvania.

JEFFREY MCGREGOR

Jeffrey McGregor is the CEO of Truepic, the leading online photo authenticity platform. The Truepic team has developed an automated solution to capture, certify, and store known authentic media files. Truepic works with top humanitarian organizations, peer-to-peer marketplaces, insurance carriers, wellness brands, and many others to certify the veracity of images & videos. Prior to Truepic, Jeff was the CEO of Dash, a financial technology company that processed millions of transactions for restaurants across 50 markets prior to its acquisition by Reserve, the leading restaurant reservation and payment network in the U.S.

LAURA MAECHTLEN

Laura Maechtlen is the National Vice-Chair of the Labor and Employment Department and Co-Chair of Seyfarth Shaw LLP's Diversity and Inclusion Action Team. Her practice is focused on employment litigation and includes the defense of class, collective and multi-plaintiff actions. Ms. Maechtlen also has experience litigating against the Equal Employment Opportunity Commission (EEOC) and the California Department of Fair Employment and Housing (DFEH) in systemic actions, both at the early charge stage and in large-scale EEOC pattern-and-practice litigation. Ms. Maechtlen also has California state court trial experience. She has been a member of multiple trial teams that have secured defense verdicts in the California Superior Courts in the counties of San Francisco, Alameda and Santa Clara. She routinely handles arbitrations, often securing favorable rulings from arbitrators. In addition to her litigation practice, Ms. Maechtlen provides day-to-day counseling and advice to clients about the various laws affecting the employment relationship. She also regularly reviews employer policies for compliance under state and federal law.

LONI MAHANTA

Loni Mahanta is Associate General Counsel at Lyft, where she oversees all of Lyft's labor and employment issues, including the defense and preservation of Lyft drivers' status as independent contractors. Within the new, unprecedented context of the gig economy, Loni develops and implements legal strategies for all classification-related issues. These efforts have culminated in the negotiation and implementation of a settlement in the well-known Cotter v. Lyft matter, a California employment misclassification suit with exposure in the hundreds of millions of dollars. Loni also manages and leads strategy on all labor issues arising from drivers' contractor status, including actions before the National Labor Relations Board and city efforts to permit collective bargaining by independent contractors (e.g. Seattle's contractor collective bargaining ordinance.) In addition, Loni leads Lyft's policy work and thought leadership around both portable benefits, the future of work, and the creation of a modern, flexible safety net. In addition to all platform-related workforce issues, Loni and her team also partner closely with the People team to address all employment issues arising from Lyft's more than 2700 employees.

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Speaker Bios

TIFFANY MOELLER

Tiffany Moeller is an accomplished data scientist with a passion to leverage data to solve real-world problems, particularly those at the intersection of technology and child safety. She has worked extensively with non-profits in the Chicago area combatting human trafficking and child exploitation in collaboration with law enforcement and also led the trust and safety initiatives at Sittercity for several years. Motivated to find new ways to leverage technology to prevent exploitation of vulnerable populations, Tiffany is now a data scientist consultant to Minor Guard.

CHRIS MOORE

Chris has worked in the Lloyd's of London insurance world for over 10 years and has always had a passion for innovation. At Apollo, the syndicate supported with capital from the first man on the moon Neil Armstrong, Chris has been working with sharing economy platforms to create some of the first robust insurance solutions of their kind. Working in this space has not been without its challenges. When compiling a large shared economy platform insurance solution, Chris was actually summoned to court to in Texas for surplus lines tax avoidance, a summons that has now thankfully been dropped. Despite these challenges, Chris is very passionate and committed to furthering work in this space and helping support companies to better understand and manage the risk they face.

MARVIN MORAZAN

Marvin is originally from the East S.F. Bay Area but has since relocated to Chicago where he is about to begin his final year of his JD program at Loyola University Chicago School of Law. He focuses primarily on data privacy laws, as well as trademark and copyright issues, though he has work experience in corporate immigration law, family law, trusts and estates, and administrative law. In addition to coursework, Marvin writes for, and is the Executive Marketing and Symposium Editor of, the Loyola Chicago Journal of Regulatory Compliance. Marvin's undergraduate degree is in International Relations from the University of the Pacific and he is fluent in English and French, and is currently learning Dutch.

ANDREW MOYER

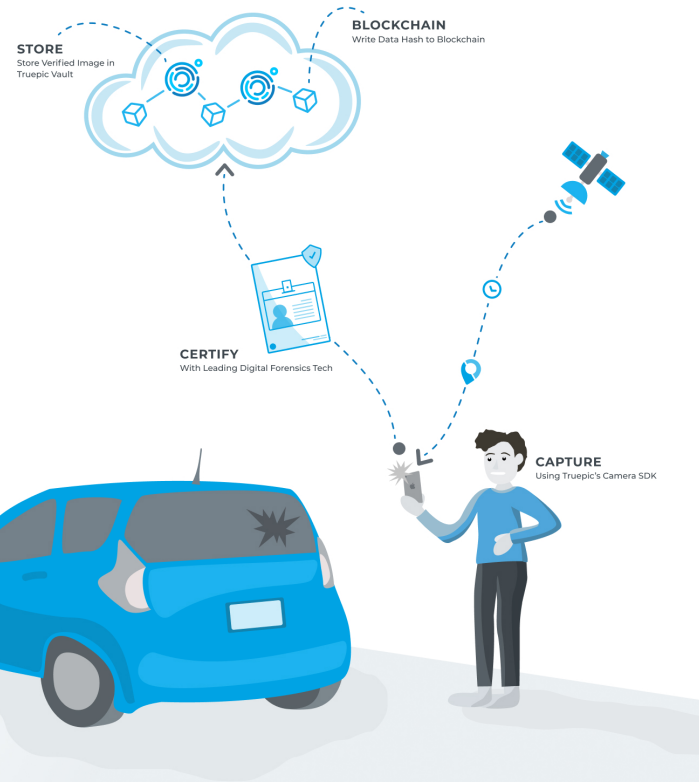
Andrew works with clients on proactive and reactive crisis and issues preparedness and reputational risk mitigation strategies. As Senior Vice President for Edelman Chicago's Crisis & Risk Management team, and Public Affairs Lead, Andrew has managed issues campaigns and crisis communications for a variety of global clients, across a wide range of sectors, providing tactical execution support, campaign leadership and strategic counsel. Recent engagements have included front-end crisis preparedness, campaign development and management, product recalls, labor relations, stakeholder mapping and activation, media trainings, war room activation, rapid response and risk assessments as well as general crisis and issues messaging and leading simulations and tabletop exercises. Andrew joined Edelman after spending 14 years working in state and federal government, most recently serving three and a half years as Chief of Staff for the Illinois Department of Commerce and Economic Opportunity.

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SABRINA MUTUKISNA

Sabrina Mutukisna is the Founder & CEO of The Town Kitchen – a food technology company with a mission to empower communities through meaningful employment. In collaboration with their non-profit arm, The Town Kitchen provides reentry youth with entrepreneurial training, college course credit and fair-wage employment. The startup has delivered over 200,000 corporate lunches to Bay Area companies like Salesforce, UC Berkeley and Checkr -- and has been recognized as a "startup to watch" by Fast Company, Entrepreneur and Inc. Sabrina has 13 years' experience in Bay Area workforce development, community building, and strategic partnerships. She is passionate about creating upward economic mobility for young people of color.

LYNN PERKINS

Lynn Perkins is Co-Founder and CEO of UrbanSitter, a mobile and online service that is reinventing the way parents find trusted childcare. Launched in 2011, quickly Lynn grew UrbanSitter into a national marketplace in less than a year. To date, more than three million hours of babysitting have occurred on the platform across 60 cities. An Internet startup veteran, UrbanSitter is Lynn's third startup experience. Previously, she served as founder and CEO of Xuny.com and VP of Business Development at Bridgepath.com. Previously, Lynn held roles focused on real estate strategy, services and transactions for Joie de Vivre Hospitality, Gap Inc. and LaSalle Partners. Lynn is a graduate of Stanford University.

ANGELA PRESTON

Angela is Senior Vice President and Counsel for Corporate Compliance and Ethics for Sterling Talent Solutions. At Sterling, she oversees the company's global compliance and ethics initiatives. Angela has broad industry experience including 25 years as a licensed attorney and 15 years as a leader and expert in the background screening industry. She has extensive expertise in consumer protection law including the Fair Credit Reporting Act, privacy law, EEO law and regulatory compliance. She is certified by the Society of Corporate Compliance and Ethics as a Certified Compliance and Ethics Professional. Throughout her career she has specialized in government affairs, compliance best practices and policy initiatives. Preston sits on the Board of Directors of the National Association of Professional Background Screeners (NAPBS), where she is Chair-Elect.

DAVIDE PROSERPIO

Davide Proserpio is an Assistant Professor of Marketing at University of Southern California Marshall School of Business where he studies problems related to online markets and social media. Some of the topics he works on include the sharing economy, online reviews and reputation, and advertising. In his research, Professor Proserpio seeks to measure and quantify the impact of digital data and platforms on industries and markets, and most of his work focuses on the empirical analysis of a variety of companies including Airbnb, TripAdvisor, and Expedia. Professor Proserpio holds a BS from Politecnico di Milano (Milan, Italy), a M.S. from Carlos III University (Madrid, Spain), and a PhD in Computer Science from Boston University.

ANNE RAMBERG

Anne Ramberg's practice focuses on providing practical privacy and data security advice tailored to each client's unique circumstances. Her advice reflects her extensive experience in-house, having practiced at leading tech companies Oculus VR (Facebook), PayPal, Netflix and Clearwire (acquired by Sprint). Anne has significant experience in building privacy programs, product review and platform support. Representative work includes fintech and the assessment of risk vis-à-vis financial privacy regulations drafted prior to the explosion of online payments; digital media and entertainment, including analysis of the application of the Video Privacy Protection Act (VPPA) to existing and emergent product features and data uses; and digital marketing and advice on global cookie notice and consent, web and mobile ads, and social media. These engagements have all included international data transfer and GDPR preparation.

DAN RATNER

Dan Ratner is founder and CEO of Public Good, the leading digital cause marketing platform. Prior to Public Good, he was Director of Technology for Obama 2012 and CTO of Sittercity. He's spoken on tech, cause, and social impact at venues ranging from CUSP and CES to the Bill & Melinda Gates Foundation.

ELIZABETH REYNOLDS

Elizabeth Reynolds is the Chief Operating Officer for HyreCar, a peer-to-peer car rental marketplace specifically for ride-share and on-demand drivers. HyreCar's intent is to create opportunity for individuals and communities: drivers can rent a vehicle with low entry cost and minimal commitment and car owners can make passive income on an idle asset. Elizabeth was brought into the company to help with national and global expansion. Previously she was the Director of Operations at Cross Campus where she led the launch of new co-working locations, built local teams, and developed the strategy. Elizabeth takes an innovative and people-first approach to challenges and has been dedicated to helping companies scale and employees grow throughout her career.

MATHEUS RIOLFI

Matheus is the Co-Founder and CEO of Tint.ai. Before this, he was the Director of International Expansion at Turo and launched the company in Canada, UK, and Germany. He pioneered the operations, including insurance and risk management. He holds an MBA from Harvard Business school and a dual degree in business from University of São Paulo and Kedge Business School.

GABRIEL SCHEER

Gabriel currently serves as Director of Strategic Development for LimeBike, the nation's leading dockless bike sharing company. He contributed to the recently released book, "Smart Cities, Smart Mobility," and speaks regularly on the future of urban mobility and cities more broadly. A versatile entrepreneur and evangelist, he has worked at the intersection of mobility, technology, and innovation for nearly fifteen years, and has broad knowledge across numerous industries. He enjoys advising organizations working on urban mobility and impact innovation.

SCOTT SCHELBLE

Scott Schelble is a Supervisory Special Agent with the Federal Bureau of Investigation, San Francisco Division and a member of the Child Abduction Rapid Deployment. Mr. Schelble began his career as a Special Agent in February of 2005 at the Washington Field Office where he worked a wide variety of criminal and counter terrorism investigations, with his primary focus on cases involving the sexual exploitation of children. During this time Mr. Schelble was received the Attorney General's award for Outstanding Multi-Agency investigation. In 2011, Mr. Schelble was selected as the Senior Team Leader of the Underwater Search and Evidence Response Team, a specialized response asset which has been utilized throughout the United States to include numerous international assignments. In 2012, Mr. Schelble was promoted to the position of Supervisory Special Agent where he managed the FBI's Child Abduction Program. In 2013, Mr. Schelble was detailed as the FBI Liaison to the National Center for Missing and Exploited Children where he continued to investigate crimes against children matters. Since 2015, Mr. Schelble has been assigned to the San Francisco Division where he has served as the Supervisory Senior Resident Agent for the FBI's Santa Rosa and Concord Resident Agencies. Mr. Schelble is currently the Acting Assistant Special Agent in Charge for Criminal Branch I with responsibility for Complex Financial Crimes, Public Corruption, Civil Rights and Violent Crimes Against Children investigative programs through the Bay Area.

KAEMA SCHENCK

Kaema Schenck is a Legal Specialist at Austin's uShip, Inc, an online marketplace that connects shipping customers with transportation service providers. As the company's first in-house legal employee, Kaema works on a variety of legal issues ranging from compliance to dispute resolution. Before joining uShip Kaema worked at Google via the vendor, Vaco SF, working on child safety issues. She received her undergraduate degree from the University of Michigan in 2005, and her Juris Doctor from the University of Miami School of Law in 2009. Kaema is a licensed member of the State Bar of California.

BHUMI SHAH

Bhumi is a consultant on technology risk and compliance, specializing in SOC, GDPR, HIPAA and PCI. She consults for several technology organizations including Ridecell and Human Interest. She also serves as Director of Governance Risk and Compliance at nThrive. She is keenly interested risk and compliance issues around shared and autonomous mobility and connected vehicles and has helped her clients meet compliance requirements for several leading car OEMs, technology companies and other Fortune 500 customers. Bhumi has over 12 years of experience in compliance and risk planning and leading governance and compliance projects. Prior to nThrive, she was with PriceWaterhouseCoopers, where she gained experience in compliance across a variety of industries including technology, software, healthcare, financial services, manufacturing / distribution, and others. She has Masters in Information Systems and Bachelors in Computer Science. Her certifications include CISA, CISM, HiTrust, and CCSFP.

NICK SHAPIRO

Nick Shapiro is the Global Head of Trust and Risk Management at Airbnb. He was previously the CIA's Deputy Chief of Staff and Senior Advisor to CIA Director John Brennan. Shapiro served on the National Security Council staff and was a White House counterterrorism and homeland security aide to President Obama.

KARYN SMITH

Karyn has worked with high-growth companies for over 20 years, and has served as Twilio's General Counsel since joining the company in 2014. In addition to leading Twilio's Legal team, Karyn oversees the Security team, and she served as Interim Chief People Officer for a one-year period following Twilio's IPO in 2016. Prior to Twilio, Karyn was Deputy General Counsel at Zynga, where she oversaw all corporate matters and led Zynga through its \$1B IPO in 2011. Before Zynga, Karyn was a corporate partner in the San Francisco office of Cooley LLP, where she represented emerging growth private and public companies. Karyn earned her BA in Journalism from the University of Missouri, Columbia, and her JD cum laude from Santa Clara University School of Law.

HYUN JEE SON

Hyun Jee Son is currently a member of the in-house legal department at Instacart. At Instacart, Hyun Jee heads up its commercial law practice and manages legal issues related to Instacart's data security and privacy practices. Prior to Instacart, Hyun Jee held in-house positions at the national retailer Macy's, Inc. and the alcoholic beverage company Campari America, as well as a government position at the Federal Trade Commission in Washington D.C. She started her legal practice as an associate at Latham and Watkins in San Francisco.

DENNIS STEFANITSIS

Dennis Stefanitis is Vice President of the Sharing Economy Practice Group at OneBeacon Insurance. Prior to joining OneBeacon, Dennis served as Senior Insurance Counsel at Uber Technologies, Inc. where he was part of the team that created the national model on insurance coverage for transportation network companies that has been widely adopted throughout the United States. Dennis has also held corporate legal roles at Liberty Mutual and CNA Insurance. Dennis has a Bachelor's Degree from Fordham University and a law degree from Boston College.

KRISTIN SVERCHEK

Kristin received her undergraduate degree in molecular and cell biology from UC Berkeley and her law degree from UC Hastings. She started her career working in private practice as a corporate transactional lawyer at both Gunderson Dettmer and Silicon Legal Strategy before going in-house at Lyft in 2012. As Lyft's first in-house lawyer, Kristin Sverchek has led Lyft's legal team and strategy as General Counsel since November 2012. In that time, she has helped Lyft grow from a San Francisco-only company to having presence in all fifty states and Canada. During her time at Lyft, Kristin has built a robust legal team covering specialty practice areas including employment, regulatory, litigation, insurance, and corporate, and commercial transactions. In January 2015, she was Lyft's first female employee to take maternity leave, a policy that she helped develop in connection with the Human Resources department.

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Speaker Bios

GARY SWART

Gary Swart is a Partner at Polaris, investing in technology companies from our San Francisco office. He represents Polaris on the boards of Quantcase, SimplyInsured, FloQast, Falconry, Voi and Qstream. He also served on the board of CliQr (Cisco). Previously, Gary was the CEO of oDesk (now UpWork), the world's largest online workplace with more than three million clients and twelve million freelancers. Gary guided the company to industry leadership and through a merger with Elance, while serving as a leading voice for the future of work and the emerging online work industry. Prior to oDesk, Gary was the Vice President of Worldwide Sales for Intellibank, responsible for building the direct and indirect sales organization and channel development. Previous to Intellibank, he was a Business Unit Executive for IBM's Rational Software Product Group.

K.C. TAYLOR

K.C. Taylor is a reentry attorney and Manager of Bay Area Partnerships at Root & Rebound. Root & Rebound is a legal advocacy center that advocates for individuals in reentry from prison and jail - and the people and systems that support them - in navigating the 48,000 legal barriers that exist for people with criminal records, and works to dismantle those barriers to ensure everyone has access to justice and opportunity. K.C.'s work at Root & Rebound includes conducting trainings for employers and workforce developers on fair chance hiring practices and the benefits of hiring individuals with conviction histories, and advising employers on their hiring and diversity policies to ensure they are compliant and inclusive. She also provides in-depth legal support for the participants of various workforce development programs who have records in order to ensure that economic opportunity is truly accessible.

DAVID THOMAS

David Thomas is an accomplished cybersecurity entrepreneur, having held key leadership roles at market-pioneers Motorola, AirDefense, VeriSign, and SecureIT. He has a history of introducing innovative technologies, establishing them in the market, and driving growth - with each early-stage company emerging as the market leader. After being recruited at a young age by the Department of Defense, David has been at the forefront of cybersecurity including firewalls as corporations began connecting to the Internet, web security as online shopping emerged, wireless security as Wi-Fi and smartphones became ubiquitous, and security sensing networks as analytic technology became mainstream. His expertise has been featured in CNN, The Wall Street Journal and other leading publications. David sees cybersecurity as the key ingredient to enable trustworthy and fast interconnectivity between the billions of people and devices that will soon be constantly connected. He is currently looking for ambitious, innovative professionals interested in joining Evident in transforming security and trust on the Internet.

TODD THOMAS

Todd is leading business development, sales and marketing strategies for Zendrive. Todd is a thought leader in emerging trends in mobile products and platforms, and in innovative technologies within transportation, automotive, insurance and logistics. Prior to joining Zendrive, Todd was VP of Business Development at Veyo, a TNC start-up leveraging data analytics to improve patient transportation, which he grew from 0 to \$150M ARR in two years. He has also worked as VP of Business Development at Total Transit where he led the launch of the first legal ride-share platform in the U.S. Todd graduated with a BA from Claremont McKenna College and received an MBA and MS in Economics from the W.P. Carey School of Business.

AARJAV TRIVEDI

Aarjav is the founder and CEO of Ridecell. He has set the vision and direction for the company since 2009, leading its growth from primarily offering demand-responsive software for private fleets, to a worldwide platform that powers carsharing, ridesharing, and advanced fleet management operations for driven and autonomous fleets. Prior to Ridecell, Aarjav worked in engineering at SpiDynamics (acquired by HP) and as a research engineer at CiphTrust and Secure Computing (acquired by McAfee), where he helped invent security systems used by over 40% of the Fortune 500 as well as by the U.S. Department of Defense. Aarjav holds an MS in Computer Science from Georgia Institute of Technology and a BS in Computer Science from the University of Mumbai.

CHRISTOPHER VEATCH

Christopher K. Veatch is the former Chief of the National Security & Cybercrimes Section with the U.S. Attorney's Office for the Northern District of Illinois (Chicago). His more than 12-year tenure as a federal prosecutor included serving as a Deputy Chief in the National Security and General Crimes Sections, and as an Assistant U.S. Attorney in the Major Case, Complex Fraud, and Financial Crimes and Special Prosecutions Sections. In addition to his leadership positions, Chris was the office's Crisis Management Coordinator for many years, and served as one of its Computer Hacking and Intellectual Property (CHIP) Coordinators. Chris has extensive experience investigating and prosecuting complex and sensitive matters, including those involving cybercrime; securities, bank, accounting, healthcare, tax and other fraud; international bribery and money laundering schemes; copyright infringement, theft of trade secrets and economic espionage; export controls and U.S. sanctions programs (including the International Traffic in Arms Regulations (ITAR), Arms Export Control Act (AECA), International Emergency Economic Powers Act (IEEPA), Export Administration Regulations (EAR), Iranian Transactions and Sanctions Regulations (ITSR), Iranian Transactions Regulations (ITR) and other Office of Foreign Assets Control (OFAC) sanctions programs); and, other national security matters.

TARUN WADHWA

Tarun Wadhwa is an entrepreneur, academic, and acclaimed writer who is working at the intersection of technological advancement, innovation, global growth, security, and public policy. He regularly writes for Forbes, and his work has appeared in The Economist, The Wall Street Journal, Dow Jones Marketwatch, The Washington Post, Digital-Life-Design, and many other prestigious journals. He is currently a Visiting Instructor at Carnegie Mellon University's College of Engineering, and was previously co-Founder and COO of AIC Chile, a private innovation lab that creates technologies aiming to alleviate poverty (acquired in 2016). He worked to commercialize the breakthrough Plasma Water Sanitation System (PWSS), a sanitation technology that is currently providing at-risk communities across Latin America with clean drinking water. Tarun's anticipated new book, Identified: The Digital Transformation of Who We Are, which explores the global rise of digital identification systems, will be out in the Fall of 2018.

WENDY WALLACE

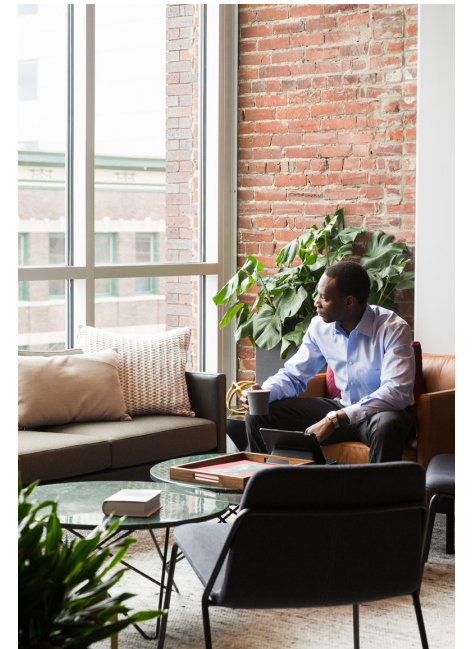
With five years of in-house experience in crypto, Wendy Wallace currently works on legal and business issues at New Alchemy in a rapidly evolving industry of blockchain services and products. Her broad-based background includes a transactional law practice, marketing services and a finance degree and provide insights for adding value now in an exciting, high growth organization.

JAMON WHITEHEAD

Jamon has over 12 years of experience in the e-commerce payment and risk industry. In his current role as Co-Founder and Principle Consultant at the Paladin Group, he and his team offer merchants insight on systems, tools, custom strategies, and industry trends to ensure mitigation against card-not-present fraud. In addition, he works with solution providers to provide insight into product development and market trends that can help improve technological offerings in order to better support merchant needs.

BILL WILTSE

Mr. Wiltse is the president of the Child Rescue Coalition, a registered 501(c)3 non-profit based in Boca Raton, Florida. He has been a police officer for the last 26 years and specializes in software development to assist in cases involving child sexual exploitation. He has led proactive investigations into the online trading of child pornography and testified as an expert witness in numerous federal, state and local trials. He currently leads development for the Child Protection System (CPS), a suite of software targeting those who create and disseminate child abuse imagery via the Internet. This system is provided free-of-charge to investigators in 77 countries and has resulted in the arrest of nearly ten thousand individuals who pose a direct threat to children.



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Speaker Bios

JULIAN WONG

Julian is the VP Customer Success at Datasvisor. Before that, as a leader in Trust & Safety at Indiegogo, Etsy and Upwork, Julian developed scalable systems and teams for mitigating fraud and abuse. Julian also led Google's engineering team responsible for building algorithms to prevent fraud on its ad platform. Julian went to University of California Berkeley for undergrad and got his MBA from New York University Leonard N. Stern School of Business.

BOB WRIGHT

Robert F. Wright, CPCU, has been with AmWins (and its predecessor), the largest wholesale insurance brokerage firm in the U.S., since 1990. As a 37-year veteran of the insurance industry, Bob has spent his career supporting complex risk clients with a focus on emerging risk areas. Bob is a co-founder of the Life Science Practice within AmWins and, in this role, developed many of the insurer relationships and associated coverage forms now standard in the Life Science Excess and Surplus lines segment of the industry. Bob has done the same with the sharing economy, and is one of the leaders within AmWins in this industry segment. Bob actively manages many of AmWins' most complicated clients and serves as a resource to this sector across AmWins' national footprint.

AJAY YADAV

Ajay is the founder and CEO of Roomi, a peer-to-peer marketplace making it safer and easier to find room rentals, sublets and roommates. Ajay officially launched Roomi in 2015 and Roomi is in major cities across North America, like New York City, Boston, Washington D.C., Chicago, and many more, and is continuously adding new markets. Ajay is a serial entrepreneur and has founded, launched and scaled multiple companies during his college days at NYIT. Ajay is especially passionate about the millennial mindset and diversity in the workplace, and was recently inducted into Forbes' 30 Under 30. Ajay also helps advise early stage startups during crucial points in their companies' growth. And when he isn't dreaming up new ways to improve Roomi, you can find Ajay exploring New York City or with his nose in a book - anything to do with startups and spirituality rank high on his list.

JENNIFER YEH

Jennifer Yeh is Compliance Counsel at Checkr, where she provides compliance counseling and works on Checkr's policy objectives. Prior to joining Checkr, she worked in the White House Counsel's Office as Associate Counsel to President Obama, where she worked on the Clemency Initiative and judicial nominations. She also served as Senior Counsel in the Office of Legal Policy at the U.S. Department of Justice during the Obama Administration.

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Today's sessions hosted by Checkr:

The Risk Myth: Breaking Through the Digital Divide

12:30pm - 1:15pm

Moderated by Joel Espino, Environmental Equity Legal Counsel, The Greenlining Institute, with Jennifer Yeh, Compliance Counsel, Checkr, Danielle Harris, Senior Transportation Planner, SFMTA, Elizabeth Reynolds, COO, HyreCar, K.C. Taylor, Reentry Attorney & Manager of Bay Area Partnerships, Root & Rebound

Risk Management from the Industry's Top Lawyers

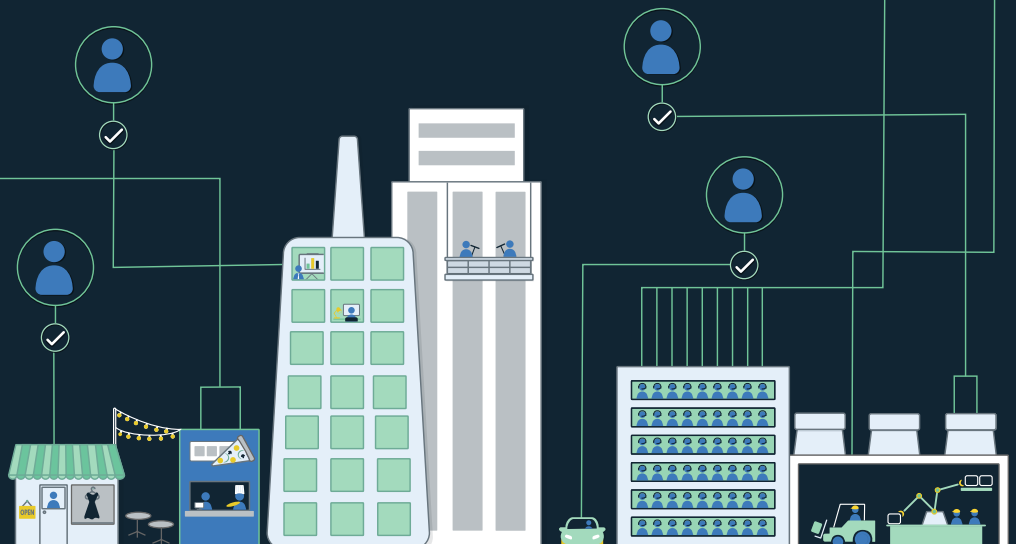
3:15pm - 4:00pm

Moderated by Irene Liu, General Counsel, Checkr, with Rob Chesnut, General Counsel, Airbnb, Morgan Fong, General Counsel, Instacart, and Kristin Svercek, General Counsel, Lyft

Mitigate Risk and Scale Quickly in the New World of Work

5:05pm - 5:50pm

Adam Avramescu, Head of Customer Education, Checkr, Tyler Browne, Product Counsel, Checkr, and Nick Ellis, Ellis Consulting



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