

# Digital Hollywood Spring

The Digital Future has Arrived!

May 21-23, 2019

Skirball Center, 2701 N Sepulveda Blvd, Los Angeles, CA 90049

## Tuesday, May 21st

### 10:00 AM - 11:15 AM

Track I: Haas Center, Room 172-173, Webcast

### The Power of Influencers: Accelerating Brand Value Across Platforms - From Internet TV - Mobile - Social Networks

Some "Influencers" are specialists in food, beauty, travel, games or entertainment and through social media, have 10K followers, some might have 250,000 followers and some might be superstars with millions. Welcome to the new world of media, brand marketing and advertising.

**Spencer McClung**, *Principal*, Advisory Firm Three

**Isaac Rosales**, *Sr. Manager, Partnerships & Campaigns*, Univision Creator Network

**Jade Sherman**, *VP*, *Digital Media*, Abrams Artists Agency

**Gregg Martin**, *Actor/Social Media Influencer*

**Owen Leimbach**, *co-founder & Managing Partner*, Tiny Horse

**Brian Sokolik**, *Talent Manager*, Authentic Talent & Literary Management

**Ceslie Armstrong**, *CEO & executive producer*, NYTEX Productions LLC, *Moderator*

Track II: Herscher Hall, 3rd Floor, Room 303-304

### AR to XR – How XR is changing Retail, Fashion, Entertainment, Sports and Marketing - Use Cases and Challenges

As mobile/smartphone technology emerges, each release indicates advances in the Augmented and Mixed Reality experience. From photographic innovation and texting to how data is explored is headed into the AR/MR universe. Get ready for AR/MR as your favorite technology innovation.

**Raffaella Camera**, *Head of Market & Innovation Strategy*, Global, Accenture

**Olivier Koelermij**, *Managing Director*, MediaMonks L.A.

**Nigel Tierney**, *Head of Content*, Verizon/Ryot

**Michael Leventhal**, *Partner*, Holmes Weinberg, P.C.

**Silke Meixner**, *Partner*, *Digital business strategy*, IBM Global business

**Tony Parisi**, *Head of AR/VR Ad Innovation*, Unity Technologies *Moderator* - **Bill Newell**, *CEO*, North South Studios LLC

### 10:45 AM - 11:45 AM - Herscher, 3rd Floor, Room 303-304 Streaming, OTT & Indie TV - The Gateway to Hollywood Content - Phones, TV and PC

Internet TV has reconfigured television programming. The phrase Broadcast TV is not only antiquated, in a very few years, it may not even exist. And what we refer to as OTT may soon be the only form of consumer video distribution remaining.

**Daniel Tibbets**, *President-GM*, El Rey Network

**Tyler Winton**, *Vice President, Business Development*, TIVO

**Anthony Layser**, *VP, Partnerships & Programming*, Xumo

**Jesus Chavez**, *CEO*, Vertical Networks

**Seth Shapiro**, *CEO*, AlphaNetworks

**Dana Golden**, *VP of Sales and Marketing*, Syancor

*Moderator*; **Jeffrey Thompson**, *Media & Entertainment*, IBM Global Business Services

### 11:00 AM - Noon

Track II: Herscher Hall, Guerin C, Webcast

### The Power of Food, Wellness and Innovation: Wellness – Lifestyle – Technology

**Bryce Fluellen**, *Community Impact Director/Chef*, American Heart Association

**Sara Neff**, *Senior Vice President, Sustainability*, Kilroy Realty Corporation

**Dr. Christopher Vincent**, *co-founder & CEO*, Altus Health

**Elliot Roth**, *founder*, Spira

**Michele Stueven**, *Food Editor*, L.A. Weekly, *Moderator*

### 11:15 AM - 12:15 PM

Track I: Haas Conference Center, Rm 172 & 173: Webcast

### VCs, Private Equity and Corporate Investments: The Funding and Accelerating the Content and Technology Marketplace

Join a group of influential players in the media, entertainment and tech finance worlds for an enlightening look at growth areas in our industry. They reveal where the value and opportunities are, who's investing and where the space is headed.

**Schuyler M. Moore**, *Partner*, Greenberg Glusker

**Zach Katz**, *CEO*, Raised In Space Enterprises

**Christopher G. Howland**, *Vice President*, Entertainment Industries Division, PACIFIC MERCANTILE BANK

**Gregory Bedrosian**, *Managing Partner & CEO*, Drake Star Partners

**Megan Jones**, *Attorney*, Withers Bergman LLP

**Mike Vorhaus**, *CEO*, Vorhaus Advisors, *Moderator*

Track II: Ahmanson Hall, Webcast

### The Influencer Lifestyle - Defining Your Life - Your Voice - Your Future

**Goldie Chan**, *Founder*, Warm Robots, Leading LinkedIn Influencer

**Eylul Savas**, *Founder*, Lw/ND Media, Influencer, "Llama With No Drama"

**YiZhou**, *Influencer, Actor, Director & Founder* Global Intuition

**Sam Leigh**, *Media Strategist*, inArtists (iA)

**Brendan Kane**, *Author*, Best Selling Book, "One Million Followers"

**David Bloom**, *Columnist/Contributor*, TVRev / Tubefilter / Forbes, *Moderator*

### 12 Noon – 1:00 PM

Session I: Herscher Hall, 3rd Floor, Room 303-304

### The Next Generation of AR/MR-Transforming Digital Interactions; Content, Devices, Platforms

The AR/VR/MR industries are now positioned as the next innovation to redefine the Smartphone – Mobile – Computing industries. From visual communications, news, retail data and vertical specialties to immersive cinematic experiences, this is the next market positioned to take off.

**Clay Weishaar**, *Creative Director*, 3 AM / Ridley Scott Creative Group

**Ariella Lehrer, Ph.D.**, *President*, HitPoint Studios

**Jordan Newman**, *Head of Business Development and Marketing*, Jaunt

**Christine Lawton**, *Partner*, NOLAN HEIMANN LLP

**Michael Ludden**, *Principal AR Evangelist*, Bose

**Patrick Costello**, *Senior Director of Business Development*, Qualcomm  
**Nancy King**, *Brand Strategist*, NewView Marketing, Moderator

Session II: Guerin A, in Herscher Hall, Webcast

**The DealMaking Process: From Feature Film, Reality TV & Specials to Web Series and Indie Film Making**

**Linda Benjamin**, *COO & Head of Business Affairs*, Covert Media

**Justin Hochberg**, *CEO*, Just Entertainment

**Darrell Miller**, *Chair*, Entertainment Department, Fox Rothschild LLP

**Efe Akbulut**, *Head of Analytics*, BritBox (BBC and ITV Joint Venture)

**John Alan Simon**, *Writer - Director - Producer*, "Radio Free Albemuth", "The Getaway"

**Melisse Lewis**, *Entertainment Attorney*, Moderator

Session III: Herscher Hall, Guerin C, Webcast

**Farm to Table Transformation - The Food & Wellness Ecosystem - The Home - Restaurant - Institution**

**Melisa Nicola**, *renown restaurateur, co-owner*, Nic's Beverly Hills, *President*, Culinary Arts Kids Eat (C.A.K.E.)

**Mark Anderson**, *CEO*, Farmer Mark

**James Bell**, *Associate Director of Programs*, Los Angeles, Common Threads

**Sabrina Williams**, *CEO*, SEED

**Trevor Hudson**, *Founder*, inHouse Produce

**Susan Haymer**, *Eco-Food Specialist*, 360 Degree Communications, Moderator

**1:00 PM - 2:00 PM**

Track I: Haas Conference Center, Room 172-173, Webcast

**Women on the Creative Edge: From Film & TV to Wellness and Technology: Experiences in a Changing Landscape**

**Dr. Jacqueline Sanderlin**, *Education Consultant, CEO/Founder*, Why Not Incubator

**Tanna Frederick**, *Producer, Director, Actress, and Activist*

**Jennifer Palais**, *Cannes Lion Winner, Strategist, Content Director*, "The Lady GaGa Experience," "Apple - 30 Years of Mac Celebration"

**Dr. Fiorella Terenzi**, *Astrophysicist, Author, Musician and FIU CASE Board Member*

**Julia Hunter**, *President*, Jenni Kayne

**Tracey S. Kardash**, *Deputy Director Development Los Angeles*, PEN America Los Angeles

*Moderator*, **Louisa Spring**, *Founder*, SAM immersive

Track II: Haas Conference Center, Room 171

**Esports – Fantasy Sports – Sports Gambling – VR/AR Games - Analytic Driven Real-Time Games**

**Kevin Rosenblatt**, *VP Product & Content*, ESL North America

**Arabian Prince**, *Founder/Chief Innovator*, Inov8 Next Open Labs & Co-Founder, N.W.A.

**Gayle Dickie**, *Founder & CEO*, Gamer World News Entertainment

**Don Daglow**, *CEO*, Daglow Entertainment (Games Industry Leader: La Russa Baseball, Madden NFL, NASCAR Racing)

**Matt Edelman**, *CCO*, Super League Gaming

**Steve Bradbury**, *President & Head Coach*, Deep Sports, Moderator

**1:15 PM - 2:15 PM**

Track I: Herscher Hall, 3rd Floor, Room 303-304

**The Power of YouTube & SuperStar Apps: Unlocking the Power of Brands, Programming, and Monetization**

YouTube has officially evolved from being a massive repository of extraordinary video content to a massive repository of content channels. These channels bring viewers millions of hours of global video production and spontaneity. YouTube is re-writing the future of television.

**Gwen Miller**, *Vice President, Content Strategy*, Kin Community

**Evan Weiss**, *Founding Partner/Head of Talent*, Red Sun Entertainment

**David B. Williams**, *SVP & GM, Channels*, pocket.watch

**Christopher Rudy**, *Chief Strategy Officer and co-founder*, Cut.com

**Tina Walsh**, *VP, Content Strategy*, Tongal

**Jonathan Skogmo**, *CEO*, Jukin Media

**David Tochtermann**, *CEO*, Canvas Media Studios, Moderator

**1:30 PM - 2:30 PM**

Track I: Ahmanson Hall, Webcast

**Investments and Partnerships in Wellness - Sports - Athletes - Science Companies**

**Kristina Serafim**, *Director*, Verizon Ventures

**Paul Sterling**, *Vice President of Emerging Products*, UnitedHealthcare

**Derrick Morgan**, *NFL Star, Tennessee*

*Titans, Managing Partner*, Huddle Ventures

**Angela Abshier**, *Venture Partner*, Blue Horizon

**Gregory Bedrosian**, *Managing Partner & CEO*, Drake Star Partners, Moderator

Track II: Herscher, Guerin C, Video

**Food as Medicine: Food for the Body – Food for the Soul - Food as a Creative Experience**

**Serena Poon**, *Nutritionist and Celebrated Chef & founder*, Just Add Water™

**Annie Vonheim**, *Wellness Expert, Creator*, Smart Pressed Juice

**Stephanie Kordan**, *The Sensual Foodie®*

**Kanchan Koya**, *Tasty Creator and founder*, Spice Spice Baby

**Dr. Rahi, M.D.**, *Dr. Raheleh Sarbazaha*, Moderator

**1:30 PM – 2:30 PM**, Guerin A, Herscher Hall, Webcast

**The Hollywood Masterclass: TV, Film and Video - Packaging - Producing - Bundling - Distributing in a Cross-Platform World**

**Andrew Sugerman**, *Producer*, "Conviction," "Any Day," "The Divide," "Prozac Nation" "Shopgirl"

**Todd Garner**, *Founder & CEO*, Broken Road Productions (Producer/ExecProducer, Black Hawk Down



**Scott Iason**, *Digital and Brand Packaging Executive*, Creative Artists Agency

**Tim Zajaros**, *co-founder*, Armory Films (“El Tonto,” “The Peanut Butter Falcon,” “The Dark Age,” “Arctic,” “Mudbound”

**Adam Leipzig**, *Founder & CEO*, MediaU

**Catherine Clinch**, *TV Writer, TV veteran*, Hunter, Jake & The Fat Man, Knight Rider, Love Boat, Hart to Hart, *Moderator*

**2:30 PM - 3:30 PM**

Track I: Herscher, 3rd Fl, Rm 303-304

**The Social Differentiator: Social Data and Partner with Hollywood**

Social media, viral and influencer campaigns dominate today’s mobile strategy. It’s a 24/7 blitz. From “Influencer” comings-and-goings to “Urgent News Alerts”, the mobile connection may be the consumer’s most consistent and lasting relationship. Dependence on the smartphone is the bottom line.

**Tania Yuki**, *CEO*, Shareablee

**Jason Jercinovic**, *Global Head of Marketing Innovation*, Havas

**Tim Sovay**, *COO*, CreatorIQ

**Lindsay Fultz**, *VP, Strategy and Brand Partnerships*, TheAmplify

**Jeff Rosenfeld**, *SVP of Product and Technology*, Music Audience Exchange

**Marc Karzen**, *CEO*, RelishMIX, *Moderator*

**2:40 PM - 3:40 PM**

Track I: Haas Conference Center, Room 171

**The Content Development & Financing Workshop - Film – TV – Indie Production**

**Elissa Friedman**, *SVP Development & Production*, Covert Media

**Jim Milio**, *Producer/Executive Producer* of Motion Pictures and Television Programming

**Elizabeth Blake-Thomas**, *Director/Writer*

**Tobias Queisser**, *co-founder & CEO*, Cinelytic

**Karen M. Robson**, *Partner*, Pryor Cashman, *Moderator*



**2:45 PM - 3:45 PM**

Track II: Herscher Hall, Guerin C, Webcast

**Food Innovators, Disruptors & Influencers: The Industry Change Agents and Start-Up Pioneers**

**Elina Fuhrman**, *founder, CEO + Chef*, Soupelina

**Chef Charity Morgan**, *Plant Based Culinary Innovator*

**Sam Polk**, *Co-Founder & CEO*, Everytable, *Founder and Feast*

**Andreas Wuerfel**, *Director US Strategic Partnerships*, METRO Group

**Poull Brien**, *Partner/Co-founder*, Wild Fish Direct

**David J. Whelan**, *Co-Founder & Chief Operating Officer*, Rebel Labs Inc., *Moderator*

**3:45 PM - 5:00 PM**

Track I: Haas Conference Center - Room 172 & 173, Webcast

**Brand Partnerships in Sports - Wellness - Celebrity - Strategies with Media - Entertainment - Technology Partners**

**Brian Kelly**, *SVP of Sales*, Bleacher Report

**Anne-Marie O’Neill**, *COO*, Whalerock Industries

**Ashley McCollum**, *General Manager*, Tasty, BuzzFeed

**Jesse Nunez**, *CEO*, PopFlyXP

**Art Sims**, *CEO*, 1124 Design, Inc.

**Mark Kapczynski**, *President*, Storymill, *Moderator*

Track II: Guerin A, in Herscher Hall, Webcast

**The TV/Film/Video - Platforms and Partnerships - Developing Hollywood Content as Brand and Distribution Package**

**Ed Rivero**, *Executive Producer*, Havoc Content/ The Cortez Brothers

**Folayo Lasaki**, *Head of Marketing*, SoulPancake, div. of Participant MediaGroup

**Rachel Meskin**, *director of editorial video and social*, Gamma Ray

**Jessica Lacy**, *Partner/Head of International and Independent Film Finance*, ICM Partners

**Stuart McLean**, *founder and president*, Content & Co.

**Larry Namer**, *President/CEO*, Metan Global Entertainment Group

**Kimberly King-Burns**, *Partner*, convergenz/solutions, *Moderator*

**4:00 PM - 5:00 PM**

Track I: Herscher Hall, Guerin C: Webcast

**The Technology - Innovation in Sports Performance Data and Display – from Biometrics to AR/XR - In-Venue and Broadcast**

**Aaron Stanton**, *founder & Director*, Virtual Reality Institute of Health and Exercise

**Courtney M. Brunious**, *Associate Director*, University of Southern California’s Sports Business Institute

**Dave Anderson**, *former NFL Player - co-founder*, Gains Group

**Coach Tim Adams**, *SuperCoach* behind Olympic, NFL, NHL, Super Bowl All Stars

**Jeb Terry**, *NFL Alum, President*, Double Seven Sports, *Moderator*

Track II: Herscher Hall, 3rd Fl., Room 303-304

**Wellness. Nutrition and Mindfulness: A Transformative Lifestyle: From the Palate to a State of WellbeingPlatform**

**Melissa Mayo**, *Food Network Chef, Author and Motivational Speaker*

**Dr. Ethan Weiss**, *Co-Founder and Medical Advisor*, Keyto

**Sophia Cavalli**, *President*, Intuitive Mind Strategies

**Matthew Supkoff**, *Director of Marketing and Sales*, Continental Vitamin Company

**Iyan M. Bruce**, *Owner / Sound Therapist*, Inner Harmonic – Neuroacoustic Medicine

**Ceslie Armstrong**, *CEO & executive producer*, NYTEX Productions LLC, *Moderator*

**5:00 PM - 6:15 PM**, Open to all attendees

**End-of-Day Reception** – Tent Area

Outdoor Area In Front of Ahmanson Hall - Herscher Hall

**Special Event - The Dinner Celebration**

**6:15 PM - 9:00 PM** Ahmanson Hall

**Tuesday, May 21st**, Additional ticket required

**Hollywood and Sports Honors Los Angeles based Wellness - Learning - Food Programs - Serving Families - Schools - In-Need Organizations**

**The Onstage Raffle** - Items Confirmed: Signed Basketball from Superstar Russell Westbrook; Signed Football from Superstar Philip Rivers, Quarterback, LA Chargers; VIP Ticket Package - LA Clippers

**Chairpersons of the Evening Celebration**

**Dr. Jacqueline Sanderlin**, Education Consultant & Personality, CEO/Founder, Why Not Incubator

**Victor Harwood**, founder & President, Digital Hollywood

**Co-Chair and Honorees of the Dinner**

**Dr. Jonathan E. Sherin**, *Director*, Department of Mental Health, Los Angeles County

**Greg Worrell**, *President*, Scholastic Education

**Peter Straus**, Executive Director, Team Prime Time

**David Siegel**, *President*, LA Sports Council

**Bryce Fluellen**, *Community Impact Director/Chef*, American Heart Association

**Andrea Baker**, Why Not! Foundation (Russell Westbrook)

**Dawn Wilcox**, *Vice President Corporate Partnerships*, Children's Hospital Los Angeles

**Sarah Adolphson**, *co-CEO*, The Artemis Agency

**Carrie Patterson**, *Chief Operations Director*, WE Charity, WE

**Jeanne Hoel**, *Associate Director of Education, School & Teacher Programs*, The Museum of Contemporary Art

**Todd Johnson**, *President & CEO*, Chamber of Commerce, Beverly Hills

**Victoria Lanier**, *Executive Director*, Education Through Music LA (ETMLA)

**Courtney M. Brunious**, *Associate Director*, University of Southern California's Sports Business Institute

**Stephen Galloway**, *Executive Editor*, The Hollywood Reporter

**Jeff Hunt**, *CEO*, Boy Scouts of America, Los Angeles

**Asante Bradford**, *Project Manager - Digital Entertainment*, Georgia Department of Economic Development

**Michele Turner**, *Executive Director*, USC Black Alumni Association and USC Office of Black Alumni Programs

**Carye Parker**, *CEO of Branding & Entertainment*, Anthem Communication

**Vikki Karan**, *Director of Business Affairs*, Omaze

**Dee Dee Small-Hayes**, *Executive Board Member, and Scholastic Director*, Snoop Youth Football League

**Leilanie Ayala**, *Manager, NPH Nursing Education, Performance Improvement and Magnet Program*, UCLA-Resnick Neuropsychiatric Hospital

**James Bell**, *Associate Director of Programs*, Los Angeles, Common Threads

**Miho Nomura**, *Founder/CEO*, iMusic United Foundation

**Leni Isaacs Boorstin**, *Senior Advisor, External Engagement*, LA Phil

**Kevin Clark**, *founder and Executive Director*, Dakar Foundation For The Performing Arts

**Wednesday, May 22nd**

**9:15 AM - 10:15 AM**

Track I: Herscher Hall, 3rd Fl, Room 303-304

**The Internet, OTT, Media and the Hollywood Connection - Programming, Content & Advertising**

Netflix, Amazon and YouTube have officially altered the television experience. HDMI and the Internet have forever broken the barrier of the cable bundle as well as the technologies involved in the distribution of video and the devices and platforms most popular with viewers.

**Neil Ishibashi**, *Director of Design Development*, Fandango

**Damian Pelliccone**, *CEO*, REVRV

**Scott Kramer**, *Director of Digital*, Olive Bridge Entertainment

**George Leon**, *Chief Strategy Officer*, Hawthorne

**Darren Cross**, *COO*, Unreel Entertainment

**Nicholas Galante**, *VP of Media and Growth*, Direct Agents

**David Leibowitz**, *Managing Partner*, CH Potomac, *Moderator*

Track II: Herscher Hall, 2nd Floor, Room 202

**Funding, Start-ups & Angels - Financing the Entertainment, Tech, Wellness & Sports Industries**

**Muizz Kheraj**, *Managing Director*, FocalPoint Partners LLC

**Bastiaan den Braber**, *Venture Advisor*, Lumo Labs

**Keith Newman**, *Mentor/Advisor*, Nasdaq Entrepreneurial Center

**Gene Massey**, *Chairman/CEO*,

MediaShares.com, *Moderator*

**10:00 AM – 11:00 AM**

Session I: Haas Conference Center, Room 172-173

**AR-VR-MR Science & Technology – Disrupting Wellness - Healthcare - Sports**

**Albert "Skip" Rizzo**, *Director for Medical Virtual Reality*, Institute for Creative Technologies

**Newton Lee**, *Author/Editor*, #1 New Release in Preventive Medicine: "The Transhumanism Handbook"

**Vanessa Camones**, *Venture Principal*, West Coast, TechWildcatters

**Dorote Weyers-Lucci**, *ITP Foundation, Assistant Professor*, Sofia U

**Mary Poffenroth**, *Biology Faculty*, San Jose State University

**Jerri Lynn Hogg PhD.**, *Director, Media Psychology Graduate Program*, Fielding Graduate University, *Moderator*

*California Cannabis Forum: Medical - Wellness - Lifestyle*

**10:30 AM - 11:15 AM**

Session I: Guerin B, in Herscher Hall, Webcast

**The Cannabis Wellness Culture: A Lifestyle of Innovation - Healing, Beauty and Relaxation to Massage Therapy**

**Jessica Assaf**, *Founder, Cannabis Feminist, co-founder*, Hempia

**Anna Duckworth**, *co-founder and Editor-in-Chief*, Miss Grass  
**Andrea Drummer**, *Food Editor*, CannabisMD



**Aaron Ramirez**, *founder*, Bodywork by Aaron  
**Dan Braunstein**, *founder*, Grassfed  
**Dean Waters**, *CEO*, FLOWERTOWN  
**Dr. Jacqueline Nguyen**, *founder*, Dr. J's Natural and Ensohara,  
*Moderator*

**10:45 AM – 11:45 AM**

Track I: Ahmanson Hall, Webcast from this Room

**Branded & Influencer Entertainment Marketing - Across Platforms - Leveraging Image, Content and Celebrity**

Breaking through the competitive cacophony vying for consumers' attention is more daunting than ever. Find out how the industry's TV, music, mobile, film and broadband marketing/creative teams are reinventing the world of entertainment, branding and marketing, with impressive results.

**Kirstin Benson**, *VP of Global Entertainment*, Getty Images  
**Gina Jorge**, *Head of Acura National Advertising*, American Honda Motor Co.

**Jason Jercinovic**, *Global Head of Marketing Innovation*, Havas

**Veronica Belmont**, *Podcaster and Product Manager*, Adobe Spark

**Hilary Williams**, *SVP of Talent*, Digital Brand Architects

**Andrew Solmssen**, *Managing Director*, POSSIBLE, Los Angeles, *Moderator*

Track II: Herscher Hall, Room 202

**Investment & Funding of Film, Indie Film and TV: from Theatrical Features to Cable Networks, Netflix and Amazon**

**Bob Emmer**, *Co-Chief Executive Officer & Co-Founder*, Shout! Factory

**John Kim**, *President*, Deep C Digital

**Jonathan Schwartz**, *SVP of Scripted Television and Films*, Apiary Entertainment

**Meyer Shwarzstein**, *President*, Brainstorm Media

**Seth M Willenson**, *President*, Seth Willenson, Inc., *Moderator*

Track III: Haas Conference Center - Room 171

**Living the Life: Entrepreneurs, Lifestyle Innovators and Disrupters**

**Cam Kashani**, *Godmother of Silicon Beach*

**Heidi-Marie Ferren**, *Award Winning Writer and Content Creator*

**Nechelle Vanias**, *Chief Solutions Officer*, Six Degrees of Influence

**Katharina Baron**, *Founder & Owner*, House of Baron

**Renee Rossi**, *founder and CEO*, Relativity Ventures

**Michelle Wong**, *Managing Partner*, Dailey

**Tess Cacciatore**, *CEO*, Global Women's Empowerment Network (GWEN), *Moderator*

**11:15 AM -12:15 PM**

Haas Conference Center, Room 172-173

**The China - Entertainment Industry**

**Roundtable: A Discussion with China Experts - Investment, Joint Ventures, and Productions**

**Jesse J. Weiner**, *Chairman & CEO*, Moregain Capital Group

**Fan Wang**, *Director, Producer and Scholar*

**Michael Berry**, *Professor of Contemporary Chinese Cultural Studies*, UCLA

**Bennett Pozil**, *Executive Vice President*, East West Bank

**Matt William Knowles**, *Actor and Producer*

**Lora Y. Chen**, *President*, iQicai, Inc., *Moderator*

**11:15 AM -12:15 PM**

Session I: Herscher Hall - Guerin C, Webcast

**AR/VR/MR as a Branding/Advertising**

**Strategy: The Immersive Experience as Image Maker - Movies/TV/Brand/Experiential/LBE**

**Juliana Patel**, *Creator of Fun*, The Wild Optimists

**Dan Rutstein**, *President*, Laduma

**Natascha French**, *Chief Marketing Officer*, VNTANA

**Dan Phillips**, *Global Head of Innovation*, MPC Advertising

**Barry Sandrew, Ph.D.**, *COO/Executive Producer*, Southbay Feature Film Technologies

**Grant Ogburn**, *Head Of Client Services*, Tiltshift Agency, Publicis Groupe

**Ted Cohen**, *Managing Partner*, TAG Strategic llc, *Moderator*

*California Cannabis Forum: Medical - Wellness - Lifestyle*

**11:30 AM - 12:15 PM**

Session I: Guerin B, Herscher Hall, Webcast

**The Science of Medical Cannabis: Matching Strains, Potency and Dosage to Specific Diseases and Disorders**

**Dr. Andrea Small-Howard**, *Chief Science Officer*, GB Sciences (GBS)

**Michael Backes**, *Scientific and Medical Advisory Board*, Maui Grown Therapies

**Tim Blake**, *Founder and Producer*, The Emerald Cup

**Sundarajan Mutialu**, *Chief Technology Officer and Co-CEO*, AZENTIVE

**Cameron Keluche**, *President and CEO*, KelSie Biotech

**David Rosenstein**, *CEO*, Epoch.Blue

**David C. Traub**, *Co-Founder*, Epiphany Film Fund, *Moderator*

**Noon – 12:45 PM**

Session I: Guerin A, in Herscher Hall, Webcast

**Influencer Brand Building Workshop: Finding Your Voice and Design a Strategy to Create Content**

**Alex Diehl**, (@therealalexdiehl)

**Ashwin Jacob**, *Entertainment & Brand Consultant*, New Hollywood, (@ashwinjacob)

**Amanda Marzolf**, *Agent*, Abrams Artists Agency

**Marissa Meizz**, (@MarissaMeizz)

**Peter Van Voorhis**, *Chief Strategist*, Magnum Strategies (@petervanvoorhis)

*Moderator* - **Marsha Collier**, *Marketing Futurist & Radio Host*, President, The Collier Company (@marshacollier)



**12:30 PM - 1:30 PM**

Track I: Herscher Hall, 3rd Floor, Room 303-304

**Hollywood - The Disruption: The OTT Multiscreen Experience Goes Mainstream**

**Mark Netter**, Director, Creative Campaigns, DC Universe (part of Warner Bros Digital)

**Matthew Van Houten**, Vice President, Advertising Product Development, AT&T's Xandr

**Robert Rodriguez**, CEO, Natcom

**Joerg Bachmaier**, SVP, Head of Premium Studios, Rooster Teeth/ Warner Bros

**Matt Smith**, Executive Director, Business Development & Strategy, Comcast Technology Solutions

**Erik Ramberg**, VP Head of Global Business Development, MediaKind

**Terry S. Bienstock**, CEO, Mobilactive Media, LLC., Moderator

Track II: Herscher Hall, 2nd Fl., Room 202

**Women & Original Content: From Film/TV, Internet Video and Influencer Campaigns to Games**

**Mira Crisp**, Creative Director, Ayzenberg Group

**Katie Koebnitz**, Head of Independent Content, apparentlyjack, (Producer, Galveston)

**Audrey Povar**, Development Producer, WhoHaha

**Anastasia Ashman**, Co-founder & COO, 10 Block

**Sarah Penna**, co-founder, Frolic

**Karina Karsten**, CEO, Love TV

**Marlene Sharp**, Director, Production, LEVEL-5 abby Moderator

*California Cannabis Forum: Medical - Wellness - Lifestyle*

**12:30 - 2:00 PM** - Herscher, Guerin B, Webcast

**Luncheon Host: Michael Miller**, LA Weekly Cannabis Editor, "CannaBusiness" podcast, Ygeia Capital Partners, principal

**The Cannabis - Wellness Luncheon**

**Two VIP Guests**

**Marvin Washington**, NFL Star Discusses his DEA Lawsuit - A Lawsuit and a Movement Demanding Change

**Jim Belushi**, Actor and Cannabis Activist

*The Micro-Influencer/Branding Two-Day Intensive*

**1:00 - 1:45 PM**

Session I: Herscher Hall, Guerin A, Webcast

**Because You Can't Pay Your Rent With Free Product: A Do-It-Yourself Guide to Finding and Navigating Deals**

**Kasia Szarek**, Casting Director, Harlowe Casting (@kasia)

**Mahzad Babayan**, Director of Talent, Fullscreen

**Diego Vargas**, CEO, GOAT Marketing (@lmaodiego)

**Peggy Glenn**, (@GrannyPottymouth)

**YeeLi Lee**, CEO, 4MeGlam (@4meglams)

Moderator - **Mike Prasad**, CEO, Tinsysponsor (@mikeprasad)

**1:50 PM - 2:40 PM**

Session I: - Haas Conference Center - Room 172 & 173

**The Immersive Media Think Tank: AR-VR-MR - The Expanding Vision of an Industry**

**Philip Lelyveld**, VR/AR Program Manager, USC Entertainment Technology Center

**Christina Lee Storm**, Vice President of Business Operations, Strategy, & Emerging Technology, DreamWorks Animation

**Julian Sarmiento**, Chief Creative Officer (CCO), Iconic Engine by Digital Domain

**Diego Prilusky**, Head of Intel Studios, Los Angeles, USA

**Tony Parisi**, Head of AR/VR Ad Innovation, Unity Technologies

**Stephen Powers**, COO, Wisdome Immersive Art Park  
Moderator - **Steven Masur**, Senior Partner, MG+

*The Micro-Influencer/Branding Two-Day Intensive*

**2:00 PM - 2:45 PM**

Session I: Herscher Hall, Guerin A, Webcast

**Instagram: A Deep Dive**

**Ayoub Omar**, Co-Founder, GOAT Marketing, (@clips)

**Donnoven Nguyen**, (@donnoven)

**Robert Palmer Watkins**, (@robertpalmerwatkins)

**Sara Mills**, (@saraontheinternet)

**Serena Laurel**, (@serenalaural)

Moderator - **Alex Hager**, Tinsysponsor, (@alex-hager)

**2:00 - 2:45 PM**

Session I: Guerin C, in Herscher Hall, Webcast

**The Wellness Entrepreneur - Beauty - Fitness - Food - Fashion - Media - Tech**

**Courtney Casgraux**, Founder, GBY BEAUTY

**Amanda Russell**, founder, The Influencer Code and Founder + Chief Editor, Fit Strong and Sexy

**Rob Jacobs**, co-founder and Chief UnSitter, UnSit

**Ken Rosenblood**, CEO and Founder, obVus Solutions

**KJ Matthews**, Emmy Winning Journalist, (CNN, ABC, CBS, FOX), Moderator

*California Cannabis Forum: Medical - Wellness - Lifestyle*

**2:00 PM - 2:45 PM**

Session I: Guerin B, in Herscher Hall, Webcast

**The Cannabis Legal Barometer - FDA Rulings - Hemp - CBDs - Banking and Local**

**Jackie Rocco**, Business Development Manager, West Hollywood City Council

**Bruce Margolin**, Director, Los Angeles Chapter, NORML, National Organization for the Reform of Marijuana Laws

**Peter Gigante**, Head of Policy Research, Eaze

**Ariel Clark**, founder, Clark Neubert, LLP

**Derek Riedle**, Publisher, Civilized

**Mitchell Berman**, Managing Partner, Rise Entertainment, LLC, Moderator



**2:15 PM - 3:30 PM**

Track I: Ahmanson Hall, Webcast

**The Future of Brand Partnerships and Influencer Marketing**

In a world of social and 24/7 media, the relationship between consumer and brand has been forever altered. Star Power has been usurped by Influencer Marketing and major brands are implementing all-media strategies integrating social and influencer content and advertising concepts.

- Kendra Bracken-Ferguson**, *Founder*, BrainTrust
- Sybil Grieb**, *US Head of Influencer Strategy*, Edelman
- Lisa Bilgrei**, *Head of Branded Content*, Google/YouTube
- Kyle Cushman**, *VP of Strategy*, Fullscreen
- Simon Kelly**, *Co-CEO and Chief Enthusiasm Officer*, Story Worldwide

**Twitter**, speaker to be announced  
*Moderator - Mark Kapczynski*, *President*, Storymill

Track II: Haas Conference Center, Room 171

**Content Strategies in Hollywood: TV - Film - Internet - Branding & Influencers**

- JR Griffin**, *Vice President, Digital Marketing & Business Development*, FremantleMedia North America
- Chris Borelli**, *Vice President, Brand Partnerships*, IMGN Media
- Marlina Fletcher**, *Managing Director*, Stink Studio
- Mike Esola**, *CEO & co-founder*, Fiction Riot
- Elsa Ramo**, *founder*, Ramo Law PC, *Moderator*

Track III: Herscher Hall, 3rd Floor, Room 303-304

**Working in the Industry: An In-Depth Discussion with Executives and Creatives from TV, Film and Technology**

- Neilda Pacquing**, *Founder & CEO*, Mindglow
- Katie Soo**, *Senior V.P & Head of Marketing*, Warner Brothers Digital Networks
- Bill Thompson**, *Executive Director*, Young Storytellers
- Maikiko James**, *Director of Programs*, Women in Film
- Rebecca Wray**, *Executive Producer*, Durable Goods
- Moderator*, **Simone Nelson**, *Managing Director*, The CSU Entertainment Alliance

**2:45 PM – 3:30 PM**

Session I: Haas Conference Center - Room 172-173

**The VR-AR-Immersive - Innovators & Disruptors - Entertainment, Technology & Brand Vision**

- Christina Heller**, *CEO*, Metastage
- Dane Smith**, *Vice President*, THE THIRD FLOOR, INC.
- Shelley Andagan**, *Senior Creative Tech Producer*, Activision
- Aurelien Simon**, *Executive Producer of Emerging Technology*, The Mill
- Jesse Ignjatovic**, *co-founder*, Den of Thieves
- Kate McCallum**, *Producer*, MESMERICA, Vortex Immersion Media
- Moderator - John Canning*, *Executive Producer - New Media & Experiential*, Digital Domain

**3:00 PM - 4:00 PM**

Session I: Herscher Hall, Guerin C, Webcast

**Simply Genius - Beauty – Skincare – Wellness - Fitness – Brains Behind the Lifestyle Industry**

- Michael Bumgarner**, *CEO*, Cannuka
- Yanni Hufnagel**, *CEO*, Perfect Lemon
- Kane Sarhan**, *CEO*, The Well
- Ashley Lewis**, *CEO*, Fleur Marche
- Billy Hawkins**, *CEO*, Arsenic
- Corey Weiss**, *Head of Business Development*, ipsy, *Moderator*

*California Cannabis Forum: Medical - Wellness - Lifestyle*

**3:00 PM – 3:45 PM**

Session I: Guerin B, in Herscher Hall, Webcast

**Cannabis Medical Efficacy, Cannabis Innovation and Investment: Medicine, Research & Technology**

- Dr. Sue Sisley**, MD & Principal Investigator for the only FDA-Approved Study of Safety/Efficacy of Cannabis and Combat Veterans
- Julie Raque**, *Vice President of Marketing*, Cannabistry Labs
- Robert Schubring**, *Co-Founder*, Give Pain a Voice
- Matthew Nordgren**, *CEO and Founder*, ARCADIAN Fund and ARCADIAN Capital Management
- Boone Cutler**, *Author, Columnist and Warfighter Rights leader*
- Steve Albarran**, *CEO & Co-Founder*, Confident Cannabis
- Keith Spears**, *Managing Partner*, Skytree Capital Partners
- David C. Traub**, *Co-Founder*, Epiphany Film Fund, *Moderator*



**3:00 PM - 3:45 PM**

Session I: Herscher Hall, Guerin A, Webcast

**Eat, Pray, Post - Inside the Lives of Food & Travel Influencers**

- Josh Zimmerman**, JZ Management / Creator Coach
- Mona Molayem**, (@monacorona)
- Sarah Gim**, (@thedelicious)
- Sondra Barker**, (@cuisineandtravel)

**Tinger Hseih**, (@dashofting)  
*Moderator - Lindsay Hoffman*, *Host/Reporter* (@lindsaybhoffman)

**3:50 PM - 5:00 PM**

Track I: Haas Conference Center, Room 171

**Leveraging Content and Celebrity For Cross-Platform Success: From TV, Mobile & Internet to Social Media**

- Brands, entertainment content, celebrity talent, new media start-ups and big marketers are teaming up in new ways for cross-platform success. Hear from top executives leveraging pop culture and content to connect with consumers.
- Evelyne Ouellet**, *CEO*, SAFIRA, a Cirque du Soleil company
  - Raphael Leopold**, *Founder/Executive Producer*, Rodeo Show
  - Sarah Malkin**, *Industry Expert*, (TraceMe, New Form Digital, Maker Studios)
  - Brittani Kagan**, *Head of Talent*, Portal A
  - Adam Boorstin**, *Chief Business Officer*, Studio71
  - Perrin Kaplan**, *Principal*, Zebra Partners, *Moderator*

**Sponsored by Alliance for Women in Media SoCal**

Track II: Haas Conference Center, Room 172-173

**Women in the Industry: Developing Film, Television & OTT About Women - A Golden Age in Hollywood and Indie Production**

**Wendy Sweetmore**, *Executive Producer*, Dreamtime Entertainment (former Senior Exec. MGM/Mark Burnett Productions)

**Laverne McKinnon**, *Executive Producer*, Netflix comedy series, Girlboss Studios USA

**Amber Raspberry Mayo**, *founder*, WYD

**Tara August**, *Vice President of Talent Relations and Special Projects*, Turner Sports

**Marina Grasic**, *Co-Managing Partner*, Oakhurst Entertainment

**Jenelle Lindsay**, *Head of TV*, Unanimous Media

**Denise Muyo**, *co-founder and CEO*, StratusCore, *Moderator*

**4:00 PM – 5:00 PM**

Session I: Herscher Hall, 3rd Floor, Room 303-304

**Exploring the Language and Artistry of VR-MR-AR in the Cinematic Experience**

**Celine Tricart**, *founder*, Lucid Dreams Productions

**Andrew Shulkind**, *Director of Future*

*Imaging and Content Innovation*, M. Bonnioux, Inc.

**Johannes Saam**, *Senior Creative Developer*, Framestore

**Matthias Wittmann**, *VR Supervisor*, Method EXP

**Kalan Ray**, *Development Supervisor*, Magnopus & *co-founder*, VKTRY Creative Studios

**Cliff Spence**, *Head of Creative Technology*, Whalerock Industries

**Anna Marie Piersimoni**, *Instructor*, Department of Cinema and Television Arts, CSU, Northridge, *Moderator*

*California Cannabis Forum: Medical - Wellness - Lifestyle*

**4:00 PM – 4:45 PM**

Session I: Guerin B, in Herscher Hall, Webcast

**The Women Cannabis Entrepreneur – Wellness – Scientist – Activist - Personality**

**Allison Margolin**, *co-founder & Partner*, Margolin & Lawrence

**Felicia Carbajal**, *Executive Director*, The Social Impact Center

**Madison Margolin**, *Features Editor*, Civilized, Freelance Rolling Stone, Playboy & Vice

**Kate Miller**, *Co-Founder & CEO*, Miss Grass

**Amanda Chicago Lewis**, *Columist*, Rolling Stone

**Ariel Clark**, *founder*, Clark Neubert, LLP, *Moderator*

*The Micro-Influencer/Branding Two-Day Intensive*

**4:00 PM - 4:45 PM**, Webcast

Session I: Herscher Hall, Guerin A

**Short-Form Video: The explosive nature behind Tik Tok**

**Christine Barger**, (@christinebarger)

**Jack Jerry**, (@jackjerry)

**Kailey Maurer**, (@kaileymaurer)

**Kelianne Stankus**, (@keliannestankus)

*Moderator* - **Alex Hager**, Tinysponsor, (@alexhager)

**4:45 PM - 6:00 PM**, Open to all attendees

**End-of-Day Reception** – Tent Area

Outdoor Area In Front of Ahmanson Hall - Herscher Hall

**5:30 PM – 7:00 PM** - Haas Conference Ctr, Rm 171

**Alliance for Women in Media SoCal**

**Diversity & Inclusion: Elevating the Workspace & Identifying New Talent in this Movement for Positive Change**

**Moderator: Jeanette DePatie**, Award Winning Media Producer (PGA) and author for “The Fat Chick”

**Kristena D. Hatcher**, HR Executive Diversity and Inclusion CAA

**Arlene Krantz**, *Author*, World Women Foundation

**Sahar Andrade**, *MBBch Diversity*, Leadership Success Coach TEDtalk

**Jay Francis**, *VP - Current Series*, Diversity & Inclusion, Disney Television Animation

**Tery Lopez**, *Director of Inclusion and Equity*, Writers Guild of America West

**Dr. Michael V. Nguyen**, Cross-cultural psychologist with expertise in the areas of diversity and inclusion (D&I), cultural change, and organizational development.

**Honored Guests - Exceptional Minds** Expert On-Hand - **Jennifer Lenze**/Lenze Lawyers



**Thursday, May 23rd**

**9:00 AM - 11:15 AM** - Herscher Hall, Guerin C

**Zero to One – Grow your business at Digital Hollywood with those who have already done it before**

**Brian Mac Mahon**, *Chief Community Officer*, Expert DOJO

**10:15 AM – 11:15 AM**

Session I: Haas Conf. Ctr. - Rm. 172 & 173

**Funding and Business Development in ICOs, Blockchain, AR/VR, AI and Immersion**

**Michael Terpin**, *Founder and CEO*, Transform Group;

**Elizabeth Kukka**, *Program Director*, ETC Labs

**Maxim Wheatly**, *Founder & CEO*, WeScreen

**Brett Noyes**, *Founder*, Unbank Ventures

**Paul Veradittakit**, *Partner*, Pantera Capital

**Randall Crowder**, *Chief Operating Officer*, Phunware

*Moderator* - **Mariana Danilovic**, *Founder*, Hollywood Portfolio & Managing Director, Transform Group



**10:45 AM - 11:45 AM**

Track I: Herscher Hall, 3rd Floor, 303-304

**Indie TV – OTT and Streaming - The Gateway to the New Hollywood of Content to Phones, Tablets, TV and PC**

**Frank Chindamo**, *President & Chief Creative Officer*, Fun Little Movies

**Kim L. Hurwitz**, *Chief Marketing Officer*, Karate Combat

**Alia J. Daniels**, *co-founder & COO*, REVRV

**Gene Pao**, *Senior Vice President, Digital Enterprises*, Shout! Factory

**Claude Shires**, *CEO*, LaughLounge

**James M. Burger**, *Partner*, Thompson Coburn LLP, *Moderator*

**10:45 AM - 11:45 AM**

Track II: Herscher Hall, Guerin A, Webcast Live

**Entrepreneurs and Innovators: Sharing Experience - Real Life Stories - Lifestyle Choices and Lifestyle Alternatives**

**Elizabeth Barrutia**, *CEO*, BARU Marketing & Media

**Leah Caplanis**, *founder and CEO*, Social Sparkling Sake

**Erin Kapczynski**, *SVP Marketing*, Kontrol Media

**Heather Blair**, *President*, Heather Blair Consulting

**Jen Proctor**, *CEO*, Cultivated Entertainment

**Debra Fine**, *Chief Executive Officer*, Fine Line Accelerator

**Linda Sherman**, *Co-Founder*, The Courage Group, *Moderator*

**11:00 AM - 11:50 AM**, Herscher Hall, 3rd Fl., Room 305

**Anti-piracy: Protecting Creativity in Hollywood**

**Susan Johnston**, *Founder/Director*, New Media Film Festival

**Ken Gerstein**, *Senior Sales Director*, NAGRA

**M.F. Fogel ('Michele')**, *Founder and CEO*, Your Moral Compass Counts, LLC

**Lima Mora**, *founder and Managing Director*, The Last Star

**Rob Holmes**, *Founder & CEO*, IPCybercrime

**Dennis Yu**, *CTO*, BlitzMetrics

**Newton Lee**, *Author, Educator, Futurist* - Institute for Education, Research, and Scholarships, *Moderator*

**11:30 AM – 12:30 PM**

Session I: Haas Conference Center, Room 172-173

**VR/AR as a Branding/Advertising Strategy: The Immersive Experience as Image Maker**

**Jason Yim**, *CEO and Executive Creative Director*, Trigger

**Marcy Boyle**, *CEO*, Hot Bit VR

**Nicole Meighan**, *Qualitative Analyst*, Magid

**Demetrio Cuzzocrea**, *Partner + CIO*, Hourglass Technologies

**Michael McGar**, *President*, QuantumERA

**James Giglio**, *CEO and Founder*, MVP Interactive

**Cynthia Lieberman**, *Marketing and Media Strategist*, LieberComm, *Moderator*

**11:30 AM - 12:30 PM** - Herscher Hall - Guerin B, Webcast

**On the Forefront of Medical Cannabis**

**Innovation: The Struggles & Triumphs in Transforming “The Wellness Industry”**

**David C. Traub**, *Co-Founder*, Epiphany Film Fund

**Robert Schubring**, *Co-Founder*, Give Pain a Voice

**Janice Hardoon**, *Owner*, KTown Collective, The Antidote CBD and Elevate CBD Skin Care

**Nancy Duitch**, *Founder & CEO*, Sera Labs

**Mskindness B. Ramirez**, MA.Ed., *Founder/CEO*, Club Kindness and Elixirs by Kindness

**Dr. Robb Flannery**, *CEO*, Dr. Robb Farms

**Merrill Shindler**, *Executive Producer* and Host of High on the Hog, The Potcast, *Moderator*

**Noon - 1:00 PM-** Women’s International Music Network

Session II: Haas Conference Center - Room 171

**How To Reach Diverse Audiences Across The Entertainment Industry**

**Tammy Glover Park**, *VP Production*, TNT/TBS, a division of Turner Broadcasting, Inc.

**Ursula Kneller**, *Director of Global Process Innovation*, Universal Music Group

**Karen D. Webb**, *founder*, PR Squared

**Veline Mojarro**, *Director of Equity, Safety and Inclusion* for Goldenvoice's Every One Initiative

**MARQUETTA MOORE**, *VP, Music & Celebrity Relations*, REVOLT

**Janet Billig Rich**, *Artist Manager and Tony Award-nominated Broadway theater producer*, *Moderator*

*The Micro-Influencer/Branding Two-Day Intensive*

**12:00 – 12:45 PM**, Herscher Hall, Guerin A, Webcast Live

**The Luncheon Session  
Fireside Chat: Enterprise**

**Sponsorships, LinkedIn and Twitter**

**Winnie Sun**, *Managing Director*, Sun Group Wealth Partners (@WinnieSun)

**Goldie Chan**, *Founder*, Warm Robots

The Luncheon - *California Cannabis Forum*

12:30 PM - 1:45 PM - Herscher Hall - Guerin B

**The Luncheon Roundtable - Two Issues in Discussion**

**I. Veterans and Cannanbis** - Veteran Access to Cannabis, Wellness and Quality of Life - A Nationwide Challenge

**II. Cannabis Advocacy and Legal Jeopardy**

**Dr. Sue Sisley**, MD & Principal Investigator, FDA-Approved Study of Safety/Efficacy of Cannabis and Combat Veterans

**Sarah Stenuff**, *founder*, Veterans Ananda

**Ryan Miller**, *Director*, Operation EVAC

**Doug Distaso**, *Executive Director*, Veterans Cannabis Project

**Todd Scattini**, “The Hemp Colonel”, *Moderator*

**Mieko Hester-Perez**, *International Autism & Healthcare Cannabis Advocate*

**Michael Miller**, *LA Weekly Cannabis Editor*, “CannaBusiness” podcast, Ygeia Capital Partners, *principal*



**12:30 PM - 1:45 PM**

Track I: Herscher Hall, 2nd Floor, Room 202

**Digital Deals - Networks, Studios and Producers - Monetizing Content Across Platforms**

**Jason Henderson**, Sr. Manager, Business Development, DISH Network

**Thomas Vidal**, Partner, Pryor Cashman

**Bruce Eisen**, founder and president, The Law Offices of Bruce David Eisen

**Gary Goldberger**, Law Offices, Gary G. Goldberger

**David Tenzer**, Entertainment Attorney, formerly Generate, CAA

**Stuart Arbury**, Director of TV and Episodic Content, Ramo Law PC

**Michael Sid**, CEO, Mediamorph, Moderator

Track II: Herscher Hall, 3rd Floor, Room 305

**ICOs, Blockchain and Alternative Financing for Film, TV, AR/VR and Media Ventures**

**Enzo Villani**, Managing Partner, Transform Group

**Chaitanya**, Founder & CEO, Scanta

**Mark Blinder**, Founder, Aikon

**Vanessa Camones**, Venture Principal, West Coast, TechWildcatters

**Benjamin Tsai**, President & Managing Partner, Wave Financial Group and Co-Founder & CFO, LA Blockchain Lab

**Stuart Bullard**, CEO, Airthereum

**Mariana Danilovic**, Founder and Managing Director, Hollywood Portfolio & Managing Director, Transform Group, Moderator

**1:00 - 1:45 PM**, Herscher Hall, Guerin A,

Webcast Live

**Do's & Don'ts of Influencer Marketing**

**Cat Mendez**, Social Media & Influencer Marketing Strategist

**Philip Hickey**, EVP, Brand & Marketing, Seriously Digital

**Simon Kelly**, CEO, Story Worldwide

**Tanya Bershadsky**, CEO, CastingInfluence

**Tiffany Petett**, Director, Strategic Partnerships, Influential Moderator - **Anais Ganouna**, Brand & Marketing Strategist (@anaiganouna)

**1:00 PM - 2:00 PM**

Session I: Haas Conf. Center, Room 172-173

**VR-AR/MR ThinkTank - The Deep Dive - Creative - Visionary Experiential Content and Technology**

**Evette Vargas**, Writer, Director, Producer, Multiplatform and Virtual Reality Creator

**Mark Rickard**, Founder, Executive Producer, Virtuality

**Marta Ordeig**, founder, Garage Stories

**David Gull**, CEO, Outer Realm

**David Birnbaum**, Design Director, Immersion Corporation

**Rene Amador**, CEO, ARwall

**Danilo Moura Silva**, VP Immersive Experiences, EXPERIUS VR, Moderator

**2:00 - 2:45 PM**, Herscher Hall, Guerin A, Webcast Live

**#sponsored: How To Make Money Through Brand Sponsorships**

**Adin Kolansky**, Digital Media Strategist, Chief Creative Officer at Stealth Mode (@adin)

**Cheyenne Brink**, Agent, Bella Agency

**Megan Niquette**, Creator Partnerships Coordinator, ipsy

**Morgan Harvill**, (@morganharvill)

Moderator - **Mike Prasad**, CEO, Tinsponsor (@mikeprasad)

**2:00 - 2:45 PM**, Herscher Hall, 3rd Floor, 303-304

**Producing for Film/TV, Branded Entertainment and Influencer Marketing Programming**

**Charles Dalaklis**, President & CEO, Dalaklis Media Enterprises

**Frank Donner**, Founder and CEO, BLKBX Creative Group

**Philip Nelson**, President, Nelco Media, Producer, "From the Bridge"

**Jill Johnson**, General Manager, Tiny Horse

**Ceslie Armstrong**, CEO & executive producer, NYTEX Productions LLC, Moderator

California Cannabis Forum: Medical - Legislative - Lifestyle

**2:00 PM - 2:45** - Session A: Herscher Hall - Guerin B

**Back to the Future - Using Landrace Genetics and Biomimicry to Produce Safe Medicine**

**Sundarajan Mutialu**, Chief Technology Officer and Co-CEO, AZENTIVE

**Brett Leonard**, Award-Winning Filmmaker/Futurist

**Michael Angelotti**, Geneticist and Product Developer, Emerald Cup Products

**Jeff Lowenfels**, Lawyer and Award Winning Author, "Teaming With Microbes: The Organic Gardener's Guide to The Soil Food Web"

**Dr. Kat A. Donnelly**, Founder and Co-CEO, AZENTIVE, Moderator

**Sponsored by Women in Film and Digital Hollywood**

**2:15 PM - 5:00 PM**, Haas Center, Room 172-173

**Partnering Brands with Hollywood Content & How to Make it Happen!**

**Stacy Jones**, CEO of Hollywood Branded, Moderator

**Alma Bogden-Turner**, Founder and owner of ÜberPromo, Film Producer

**Courtney Jackson**, Senior Integrations Producer of Steve Harvey's talk show "STEVE"

**Daniela Polk**, Producer, Marketing Consultant at Chapo, LLC.

**Michael Mihail**, Director and Executive Producer of Guerilla Hollywood

**Mimi Slavin**, Head of Marketing & Business Development at Greenfence Consumer



**2:15 PM - 3:30 PM**

Track I: Haas Conference Center, Room 171

**Internet TV Packages: Innovation in the Package – Innovation in the Technology – The One-Three Year OTT Outlook**

**Josette Bonte, Ph.D.**, *Managing Director*, Digital Content Strategy, LLC

**Michael Alexander**, *Strategy & Growth Initiatives*, IBM Global Telecommunications Industry

**Robin Wilson**, *Director*, RW TV

**Stuart Arbury**, *Director of TV and Episodic Content*, Remo Law PC

**Chris Burke**, *co-founder & GM*, DrinkTV

*Moderator* - **Jonathan Hurd**, *Director*, Altman Vilandrie & Company

Track II: Herscher Hall, 3rd Floor, Room 305

**ICOs, Financing, Packaging & Investment: From Entertainment & Indie Project to Technology & Startups**

**Cecile Baird**, *co-founder*, Decentr1 & Blockchain For Good

**Michael Leventhal**, *Partner*, Holmes Weinberg, P.C.

**Steven Masur**, *Senior Partner*, MG+

**Kelly Siobhan Laffey**, *Associate and Director of Business Affairs*, Stubbs Alderton & Markiles, LLP

**Joey Tamer**, *President*, S.O.S. Inc., *Moderator*

**2:30 PM - 3:30 PM**

Session I: Herscher Hall, 2nd Floor, Room 202

**The Power of VR-AR: A New Language of Artistry - A Unique Moment of Commercial Possibility and Marketplace**

**Eduardo Yeh**, *Co-Founder, CEO*, Selvz

**Matthew Celia**, *co-founder and Creative Director*, Light Sail VR

**Penka Kouneva**, *Leading Games Composer*, "NASA AR installations", "The Mummy VR at IMAX VR"

**Travis Cloyd**, *Experience Producer/Director* (Speed Kills VR), CEO Observe Media

**Danilo Moura Silva**, *VP Immersive Experiences*, EXPERIUS VR

**Ilya Rozhkov**, *Award Winning VR Director*, "Agent Emerson"

**Jason Yim**, *CEO and Executive Creative Director*, Trigger, *Moderator*

*The Micro-Influencer/Branding Two-Day Intensive*

**3:00 – 3:45 PM**, Herscher Hall, Guerin A, Webcast Live

**Youtube: A Deep Dive**

**Bailey Sarian**, *Bailey Sarian Channel*

**Matt Gielen**, *President*, Little Monster Media Co.

**Tay Zonday**, *Tay Zonday Channel*

**Zack James**, *Yo Mama Channel*

*Moderator* - **Chris Saint**, (@saintpiercing)

*California Cannabis Forum: Medical - Legislative - Lifestyle*

**3:00 PM - 3:45 PM** - Session A: Herscher Hall - Guerin B

**Cannabis Compatibility for the Individual Consumer: Discovering Optimal CBD, THC & Terpene Ratios and Formulas**

**Len May**, *Co-Founder/CEO*, Endocanna Health

**Anya Cravitz**, *Cannabinoid Wellness Industry Thought Leader/Director of Growth* Endocanna Health

**Cameron Clarke**, *founder and CEO*, Sunderstorm

**Jonathan Small**, *Editor in Chief*, Green Entrepreneur, *Moderator*

**3:50 PM - 5:00 PM**

Track I: Herscher Hall, 3rd Fl, Rm 303-304

**Producing Video OTT/Social Content - YouTube**

**- Facebook - Snapchat - Influencer - Advertiser - Series**

**Phoenix Gonzalez**, *co-founder and President of Sales*, dotstudioPRO

**Tai Greene**, *founder and chairman*, MCMG

**Ben Ganz**, *President*, Vego Pictures

**Jeffrey Stansfield**, *President and CEO*, Advantage Video Systems, *Moderator*

Track II: Herscher Hall, 3rd Floor, Room 305

**Blockchain, Content Rights - Licensing and Technology Solutions in Media and Entertainment**

**Jason Brooks**, *Partner*, Altview Law Group, LLP.

**Chris Parker**, *CEO*, Story Data, LLC.

**Robin Wilson**, *Director*, RW TV

**Bill Woods**, *SVP*, MediaMorph, *Moderator*

**4:00 PM - 5:00 PM**

Session I: Herscher Hall, 2nd Floor, Room 202

**Innovating in VR-AR-Immersive Production**

**Ryan Moore**, *CEO*, Experience 360°

**BJ Schwartz**, *co-founder*, Vanishing Point Media

**Daniel Kenyon**, *Founder/CEO*, Furious M

**Lucas Kappaz**, *Co-Founder and CRO*, VR Americas

**Mark Murphy**, *President*, Voyager Media & Partner, Space Media Ventures

**Larry Rosenthal**, *President, Creative Director*, CubeVR, *Moderator*

**4:00 – 4:45 PM**, Herscher Hall, Guerin A, Webcast Live

**The Emergence of Gaming Influencers:**

**YouTube Gaming, Twitch and beyond**

**Chris Saint**, (@saintpiercing)

**Mari Takahashi**, (@atomicmari)

**Mike Wann**, *CEO*, mobcrush

**Niles Heron**, *CSO*, Popdog

*Moderator* - **Michael J Lambie**, *Head of Product*, CreatorIQ

**4:45 - 6:00 PM** - *Open to all attendees*

**End-of-Day Reception**, The Tent

Outdoor Area In Front of Herscher Hall

