

Marketplace  
Risk.

**MARKETPLACE RISK**  
**MANAGEMENT**  
**CONFERENCE** 2024  
S A N F R A N C I S C O

PRESENTED BY



# WELCOME

## Greetings!

Welcome to the 10th year of the Marketplace Risk Management Conference! We are excited to have you join us at this huge milestone for the marketplace and digital platform ecosystem. For more than a decade, thousands of founders, leaders and experts from around the world have convened at our conferences and summits to learn, network and collaborate with their peers who share the same goal - protecting their platforms and communities.

This year's conference is, by far, the best and the biggest yet, and we thank you for being a part of it! Over the next few days, you will have the opportunity to attend nearly 70 cutting-edge sessions delivered by 130+ industry-leading speakers, including your peers who are generously sharing their experience and expertise for the benefit of the entire ecosystem. I want to thank all the speakers for giving their time and sharing their knowledge, experience and expertise for the benefit of the industry. You are truly what makes this the best conference for marketplaces and digital platforms.

I also want to thank all our amazing sponsors for their support of this event. Without our sponsors, we simply would not be able to propel the industry forward and contribute to its growth and success in the major ways that we have. Together, we are all part of one of the most exciting times in the evolution of technology and platforms. And, we couldn't be more grateful to you!

Finally, I want to thank all of you, the attendees, for joining us at this year's event. Your participation adds to the conversation and is part of the building blocks of this rapidly growing and ever-evolving industry. We hope that you get a lot out of the next few days, and we look forward to your contributions as well!

If there is anything that we can do to help you, or if you want to get more involved, feel free to email me at [jgottschalk@marketplacrisk.com](mailto:jgottschalk@marketplacrisk.com). We are always looking to engage further with our community!

Best,

**Jeremy Gottschalk** | Founder, Marketplace Risk

## Welcome!

Welcome!

Connections — what a powerful concept. They're not just links or bonds; they are the driving force behind the groundbreaking assembly of leaders at our Marketplace Risk Conference. Together, we don't just lead; we redefine the very fabric of marketplace and digital platform operations with our collective expertise in risk management, trust and safety, regulatory compliance, and legal strategy.

Pause for a moment and consider our distinguished roster of presenters, attendees, and sponsors. The industry titans, the visionaries, and the pioneers are all here. This isn't just a meeting of minds, but a confluence of transformative ideas and partnerships that will shape our industry's future. As Chair of the Advisory Board, my commitment extends beyond facilitating discussions; I aim to foster an environment where meaningful relationships burgeon, setting the stage for innovation and mutual growth.

So, let's not just exchange business cards, but ideas, visions, and perhaps even challenges. I'm here for you — always ready with a smile (and rest assured, no biting). Let's make this conference not just informative, but unforgettable. Let's inspire each other and maybe, just maybe, change the world together.

Cheers!

**Stephen F. Fusco, JD, PhD** | Advisory Board Chair

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## PRESENTING



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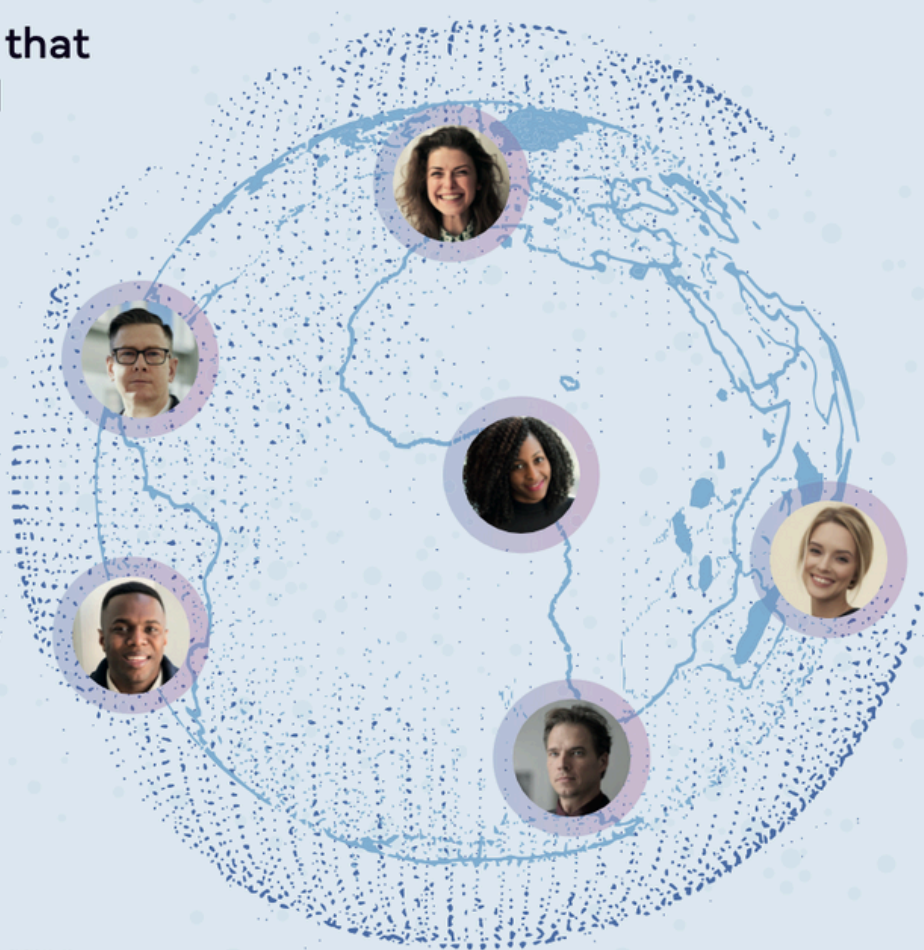
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Elephant is proud to be a presenting sponsor of the  
2024 Marketplace Risk Management Conference.

# SCHEDULE AT-A-GLANCE

## TUESDAY 14 MAY

**1:00 PM - 5:00 PM**

Boot Camp Presented by Elephant

**5:00 PM - 7:00 PM**

Welcome Reception Sponsored by Elephant

## WEDNESDAY 15 MAY

**8:00 AM - 9:00 AM**

Check In & Networking Breakfast  
*Vista Gallery*

**9:00 AM - 9:40 AM**

Opening Session: Using Markets to Combat Misinformation  
*Zurich Room*

Opening Session: Tell Me You've Heard about Pig Butchering  
*LegitScript Room*

**9:50 AM - 10:30 AM**

The Need to Protect Minors: Regulations, Legislation, and Product Design  
*Zurich Room*

Developing A Multifaceted Approach to Payments-Related Risks on Platforms  
*LegitScript Room*

Leveraging AI for Trust & Safety Beyond Content  
*Plaid Room*

Guardians of Growth: Fighting Promotion Abuse and Redefining Fraud Prevention  
*Incognia Room*

**10:40 AM - 11:10 AM**

Super Charging Policy-Making and Automation with AI  
*Zurich Room*  
Empowering Your Business through Strong Risk Management & Insurance Programs  
*LegitScript Room*

Expert Panel: Successfully Outsmarting Account and Platform Fraud  
*Plaid Room*  
Protect, Prevent and Moderate: Strategies for Effective Content Moderation in Online Marketplaces  
*Incognia Room*

**11:20 AM - 11:50 AM**

Balancing Safety and Community: Strategies for a Secure Marketplace Platform  
*Zurich Room*

Scaling Trust & Safety Operations as Your Marketplace Grows  
*LegitScript Room*  
Mobile Identity - The Simplicity they Want, and the Protection you Both Need  
*Plaid Room*

Fraud-as-a-Service: GenAI and the Sophisticated Tools Used by Fraudsters  
*Incognia Room*

**12:00 PM - 12:30 PM**

Platform Revenue and Retention through Healthcare Solutions  
*Zurich Room*

**12:00 PM - 12:35 PM**

Adapting Fraud Strategies for Evolving Marketplace Payment Systems  
*LegitScript Room*

**12:00 PM - 12:40 PM**

Product, Pricing & Beyond: Trust & Safety's Positive Impact on Revenue  
*Plaid Room*  
From Reactive to Proactive: Mitigating Evolving Threats in the Marketplace  
*Incognia Room*

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

Networking Lunch Sponsored by Sterling  
*Vista Gallery*

**1:15 PM - 1:55 PM**

Risk and Reward: Five Ways Marketplaces Are Improving Trust & Safety in 2024  
*Zurich Room*  
Full Circle Fraud Prevention: Bridging Vendors, Marketplaces, and Users  
*LegitScript Room*  
A Graduated Approach to Risk: Protecting Platforms Across the Customer Journey  
*Plaid Room*

Scamtastic! Protecting the Integrity of Online Marketplaces from the Scourge of Scams  
*Incognia Room*

**2:05 PM - 2:35 PM**

Game-Changing Approach to Identity Verification with PrizePicks and Socure  
*Zurich Room*  
Keeping Everyone Happy: Marketplace Content Policy in Practice  
*LegitScript Room*  
What All Marketplaces Need to Know about Screening with Background Checks to Avoid More Risk  
*Plaid Room*

A New Era of CX With AI-Powered Fraud Detection and Prevention  
*Incognia Room*

**2:45 PM - 3:15 PM**

The Passive Detection Playbook - Catch Fraud without Friction  
*Zurich Room*  
Empowering Fortune 500s Through Open Marketplaces: Trusting the Untrusted  
*LegitScript Room*  
User-Generated Content Moderation and the Constitution  
*Plaid Room*  
Unique Risk Signals and Their Application to Digital Marketplaces  
*Incognia Room*

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

Afternoon Coffee Break  
*Vista Gallery*

**3:30 PM - 4:10 PM**

Wish and EverC: Pioneering AI Technology to Crack Down on Counterfeits  
*Zurich Room*  
Building Trust through Safety: Recognizing and Responding to the Reality of Online Child Sexual Exploitation Risk  
*LegitScript Room*



# SCHEDULE AT-A-GLANCE

Navigating Payment Partnerships: A Comprehensive Guide to Common Pitfalls

*Plaid Room*

Balancing Privacy and (IRL) Real-World Safety in Consumer Experiences

*Incognia Room*

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## 4:20 PM - 4:50 PM

Fake Reviews: Regulation and the Battle for Consumer Confidence

*Zurich Room*

Trauma-Informed Trust & Safety: Programs to Support Mental Health on Platforms and in the Workplace

*LegitScript Room*

Fighting Fake Accounts with Threat Intelligence

*Plaid Room*

Today's Disruptors in High-Volume Onboarding

*Incognia Room*

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## 5:00 PM - 5:30 PM

New Developments in California Privacy Law

*Zurich Room*

Insurance Trends and Innovations: Thinking Outside the Box to Protect Your Platform

*LegitScript Room*

Establishing Trust in a Digital World to Prevent Fraud

*Plaid Room*

Regulatory Outlook: What's in Store for Platforms in 2024

*Incognia Room*

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## 5:30 PM - 6:30 PM

Mix & Mingle

*Vista Gallery*

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## 6:30 PM - 8:30 PM

Dine & Network Program Dinners

*Various Locations*

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## 8:00 PM - 11:00 PM

Nightcap Sponsored by ActiveFence and LegitScript

*Pandora Karaoke & Bar*

## THURSDAY 16 MAY

### 8:00 AM - 9:00 AM

Check In & Networking Breakfast

*Vista Gallery*

### 9:00 AM - 9:40 AM

Opening Session: Making the Case: Measuring ROI for Trust & Safety

*LegitScript Room*

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### 9:50 AM - 10:30 AM

How to Leverage Legal to Achieve Business Goals

*Zurich Room*

Part 1: Securing Investment and Measuring the ROI of Trust & Safety

*LegitScript Room*

Time Traveling in Trust & Safety: Learning from the Past and Looking to the Future

*LegitScript Room*

Terms of Use Enforceability: Recent Trends and Cases

*Plaid Room*

Digital Inclusion Hinges on Accessibility: ADA, WCAG and Leveraging AI

*Incognia Room*

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### 10:40 AM - 11:10 AM

Developing Trust & Safety by Design

*Zurich Room*

Part 2: Securing Investment and Measuring the ROI of Trust & Safety

*Workshop Area*

Best Practices to Create a Safer Platform Through Technology

*LegitScript Room*

Developing Trust & Safety Policy Best Practices

*Plaid Room*

Unpacking SMS Toll Fraud at the Intersection of AI and Telco Collusion

*Incognia Room*

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### 11:20 AM - 11:50 AM

Shifting the Culture: Regulatory Compliance as a Proxy for Inclusion and Innovation

*Zurich Room*

Six Degrees of Separation: Data Science Exposes Secret KYB Risk

*LegitScript Room*

Translating Risk Mitigation into Great Experiences

*Plaid Room*

Circular Marketplaces: Solving Unique Trust, Risk and Safety Issues

*Incognia Room*

### 12:00 PM - 12:30 PM

How Generative AI Works and How to Use It

*Zurich Room*

### 12:00 PM - 12:35 PM

The Importance of KYB in the Marketplace Economy

*LegitScript Room*

### 12:00 PM - 12:40 PM

You Need a Government Affairs Strategy: Building Your Government Affairs Capabilities at all Company Stages

*Plaid Room*

Rapid Reactions and Resilience: Navigating a Cybersecurity Incident

*Incognia Room*

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### 12:30 PM - 1:30 PM

Lunch Sponsored by Sterling

*Vista Gallery*

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### 1:15 PM - 1:55 PM

Battling the New Generation of Account Takeover Attacks

*Zurich Room*

How to Create a Successful Fraud-Fighting Team?

*LegitScript Room*

How to Design Safe and Inclusive Marketplace Communities

*Plaid Room*

Advanced Analytics in Risk Management

*Incognia Room*

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### 2:05 PM - 2:35 PM

Going Global: Strategies and Pitfalls to Avoid When Growing Internationally

*Zurich Room*

Platform AI Integrations: Navigating Uncharted Legal Risks

*LegitScript Room*

Driving Toward Safety: Learn How Uber and CMT are Each Leveraging Technology to Save Lives

*Plaid Room*

Incident Response Best Practices

*Incognia Room*

Authenticated user ✓

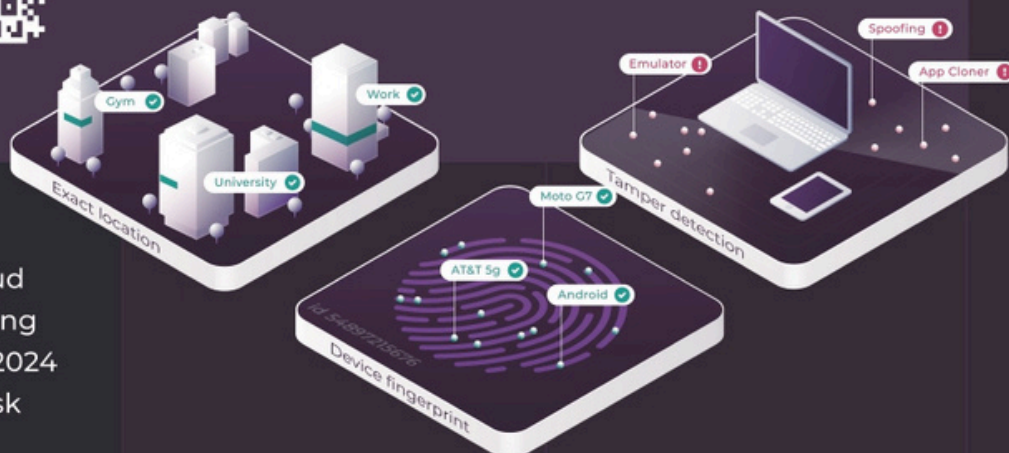


# Prevent fraud with the next-generation identity signal

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6x  
average  
ROI

90%  
reduction  
in account  
takeovers

99.9%  
Device ID  
accuracy

100%  
trial  
conversion



# AGENDA TUESDAY 14 MAY - WEDNESDAY 15 MAY

## TUESDAY

**1:00 PM - 5:00 PM**

*LegitScript Room*

**Boot Camp Presented by Elephant** | Steve Craig, Founder & Chief Enablement Officer, PEAK IDV; Nick Furtwengler, Tax Senior Manager, Miller Cooper & Co.; Jeremy Gottschalk, Founder, Marketplace Risk; and Matthew Hertz, CEO, Elephant

Founders, leaders and operators are invited to join this crash course on risk management designed specifically for marketplace and digital platforms. During this Boot Camp, you will be taken through 10 modules that will help you to identify and mitigate unnecessary risks that are too often overlooked and under appreciated. There's no theory - just useful, actionable information from experts. Attendees will walk away with essential information, along with a 'checklist' to take back and audit their website, mobile app, as well as various policies and processes. Separate registration is required and only open to marketplace and digital platform founders, leaders and operators who are registered for the conference.

**5:00 PM - 7:00 PM**

*Convene*

**Welcome Reception Sponsored by Elephant**

Join fellow attendees at the Welcome Reception as we kick off the start of the 2024 Marketplace Risk Management Conference, hosted at Convene. As the sun descends over the city skyline, we extend a warm invitation to join us at the Welcome Reception — a laid back networking reception with old friends and new. This first event will unite global thought leaders, innovators, operators and experts, all driven by a shared goal to explore, innovate, and shape the future of marketplaces and digital platforms.

## WEDNESDAY

**8:00 AM - 9:00 AM**

*Vista Gallery*

**Check In & Networking Breakfast**

Be sure to check in early to connect and network with other attendees over breakfast!

### OPENING SESSION

**9:00 AM - 9:40 AM**

*Zurich Room*

**Using Markets to Combat Misinformation** | Marshall Van Alstyne, Questrom Professor of IS, Boston University

How can modern digital marketplaces mitigate the promotion of false and misleading information without affecting the volume and quality of user-generated content? What if we could reduce the flow of misinformation with no censorship and no central authority judging truth? We present a novel mechanism designed to create a meta-layer of platform governance on existing platforms that affords providers the ability to elevate credible claims in an information-dense online ecosystem. Content moderation is economically self-sustaining. Our solution, informed by a decade of theory and practice in building digital platforms, has shown promising results in both, large online survey experiments, and interactive online marketplace experiments, providing evidence of its efficacy among nearly four thousand responses from surveyed users.

This solution is platform-agnostic, significantly limits the production of misleading and false claims, and increases the likelihood of sharing credible information in line with regulatory compliance. This talk will discuss the causes of online harms and a market mechanism to address them, in particular, the fake news challenges on social media, advertising, and e-commerce markets. For the modern digital marketplace, harms are better cognized as decision errors and externalities producing "market failures." We demonstrate how our introduction of truth warrants corrects market failures by affording users the ability to make financially-backed credible claims, increasing their reach, without imposing constraints on free speech. Our online experiments with nearly 4,000 responses from surveyed users in a social media setting, and an interactive e-commerce marketplace simulations, showcase that this successfully reduces misleading claims, and provides a self-regulating, financially beneficial intervention for digital platforms.

# AGENDA TUESDAY 14 MAY – WEDNESDAY 15 MAY

**9:00 AM - 9:40 AM**

*LegitScript Room*

**Tell Me You've Heard about Pig Butchering** | Erin West, Deputy District Attorney, Santa Clara District Attorney's Office

We can no longer afford to ignore pig butchering, an industrial scale romance scam/investment scheme. You've all received one of those texts that appear to be directed to the wrong number. In this session, you'll learn who is sending that text, where it is coming from, and how transnational organized crime is at the heart of this scamdemic costing the world billions and billions of dollars.

## SESSIONS

**9:50 AM - 10:30 AM**

*Zurich Room*

**The Need to Protect Minors: Regulations, Legislation, and Product Design** | Nadia Daley-Blake, Lead Counsel, Outschool; Garient Evans, Senior Vice President of Product Development, Enformion; Charlotte Lunday, Senior Associate, Hintze Law; and Heather Stewart, Managing Director, Red Maple Strategies

This session explores legal and policy developments aimed at tackling children's privacy and online safety to help marketplace counsel and technology teams develop cohesive strategies in the face of legal uncertainty. Panelists will provide a high-level summary of existing children's online privacy and safety laws, an update on California's Age Appropriate Design Code litigation, and legislative efforts to close the gaps between existing law and legal challenges to those laws.

**9:50 AM - 10:30 AM**

*LegitScript Room*

**Developing A Multifaceted Approach to Payments-Related Risks on Platforms** | Wale Ayantoye, Vice President Risk Management, Flutterwave; Kristine Demareski, Global Head of Payment Services, Genpact; and Luca Jarone, Marketplace Solutions Consultant, LegitScript

The huge growth in online payments has escalated financial crime and payments risks. As well as regulatory compliance issues, there's increased legal and reputational risks as consumers fall victim to more fraudulent activities and scams. The panel will explore proactive measures online platforms can take to navigate the intricate intersection of payments risks with traditional trust and safety content moderation strategies. We'll discuss the crucial role of collaboration with external partners to extend conventional content moderation to encompass fraud detection and identify hidden risks.

**9:50 AM - 10:30 AM**

*Plaid Room*

**Leveraging AI for Trust & Safety Beyond Content** | Jessica Ballard, VP, Risk & Claims, Outdoorsy; Matthew Hertz, CEO, Elephant; and Michelle McCombs, Vice President, Safety & Experience, HopSkipDrive

Join industry experts as they discuss the expanded role of AI in Trust & Safety beyond content. This panel will explore the framework of the actors themselves and how to consider using AI to evolve your Trust & Safety teams. The discussion will revolve around different ways different companies have approached this. Additionally, the panel will examine the use of AI to identify typical behaviors of users, which can be used to profile individuals to determine if they are likely to be good members of the platform or if they pose a risk.



# AGENDA WEDNESDAY 15 MAY

**9:50 AM - 10:30 AM**

*Incognia Room*

**Guardians of Growth: Fighting Promotion Abuse and Redefining Fraud Prevention** | Gustavo Cruz, Group Product Manager - Fraud Prevention, iFood; André Ferraz, Co-Founder & CEO, Incognia; Alejandro Stein, Fraud Prevention Executive, Former Global Head of Payments, Fraud and Partners; and Dolly Sureka, Vice President & Head, Assurance & Business Advisory, Swiggy

Dive into the pressing challenge of promotion abuse in the gig economy, a critical issue impacting the \$218 billion US food delivery market. As industry leaders face losses of up to \$1.5 million monthly due to fraud, this session highlights innovative strategies and technologies combating this threat and safeguarding businesses and trusted users. Join this session as we explore the vital cooperation between fraud prevention and growth strategies and incentives to acquire new customers and maintain the loyal ones. Discover how cutting-edge device recognition and secure transaction technologies are transforming fraud prevention from a cost center into a revenue generator, enhancing customer trust and their overall experience, gaining insights into practical solutions for real-world challenges, preparing your organization to thrive in an era where defending promotions is critical to marketplace prosperity.

**10:40 AM - 11:10 AM**

*Zurich Room*

**Super Charging Policy-Making and Automation with AI** | Vicki Ballagh, Director of Global Crisis Comms, Ex-Airbnb; Sophie Duba, Global Director of Marketplace Policy, Etsy; Emily Gonzales, Director of Operations, Ex-Stripe, Meta; and Alex Rosenblatt, Founder, SafetyKit

The last two years have completely transformed AI and machine learning. This is huge for product, policy, and ops teams: traditional ML limitations no longer apply, making previously impossible automation goals achievable with fewer resources. In this panel, Alex Rosenblatt, Sophie Duba, and Emily Gonzales will share their unique perspectives working on automation and the intersection of policy, product, operations. Hosted by Vicki Ballagh, this panel will provide attendees with insights into new automation possibilities, guidance on advocating for these features, and excitement for the future as models continue to improve.

**10:40 AM - 11:10 AM**

*LegitScript Room*

**Empowering Your Business through Strong Risk Management & Insurance Programs** | Gary Adamson, Pricing Actuary, Apollo; Aaron Ammar, Co-Founder & CEO, Brightside AI; Jessica Ballard, VP, Risk & Claims, Outdoorsy; and Garrett Johnston, Senior Vice President, Newfront

In today's dynamic marketplace landscape, companies operating as platforms face a myriad of risks, ranging from rising insurance costs to complex insurance jargon and everything in between. This panel discussion aims to shed light on the critical importance of implementing robust risk management and insurance programs to safeguard marketplace businesses like Outdoorsy, and many others. Through insightful discussions and practical examples, we will explore various facets of risk management and insurance tailored specifically to marketplace platforms.

**10:40 AM - 11:10 AM**

*Plaid Room*

**Expert Panel: Successfully Outsmarting Account and Platform Fraud** | Mark Batchelor, CTO and Co-Founder, Verosint; Calvin Locklear, Director of Product, DAT Freight & Analytics; and John Tolbert, Director of Cybersecurity Research, KuppingerCole Analysts

B2B and B2C marketplaces are under attack from a wide range of account and platform fraud, including Account Takeover (ATO), account opening fraud, and many variations of fraudulent account scams, impersonations, transactions and collusions. Learn how to successfully overcome these threats with a diverse expert panel including a B2B marketplace leader, industry analyst specializing in marketplace fraud, and Fraud Intelligence Platform solution provider. You'll gain practical advice and actionable steps to stop fraud while improving customer satisfaction and operating efficiencies.

# What's *HIDING* on YOUR Marketplace?

LegitScript can help.

LEARN MORE



[LegitScript.com/MarketplaceMonitoring](https://LegitScript.com/MarketplaceMonitoring)





# AGENDA WEDNESDAY 15 MAY

**10:40 AM - 11:10 AM** **Protect, Prevent and Moderate: Strategies for Effective Content Moderation in Online Marketplaces** | Sev Guardado, (Formerly) Facebook and Pinterest, Director of Trust and Safety and Industry Lead; and Camilla Hegarty, SVP Practice Lead and Business Development, Teleperformance

*Incognia Room*

A discussion/overview to show how to maintain marketplace Integrity and ensure listing and user interactions adhere to legal and ethical standards. The aim of the discussion is gaining insights from T&S content moderation leads on how they encourage positive engagement on the platform's whilst protecting the users having exposure to illegal items, hate speech, harmful content including scams and misinformation.

**11:20 AM - 11:50 AM** **Balancing Safety and Community: Strategies for a Secure Marketplace Platform** | Ross Gutierrez, Head of Enterprise Sales, Stream; and Ted Mann, CEO and Co-Founder, Collx

*Zurich Room*

Join us for an illuminating fireside chat as we delve into the intricacies of Collx, a premier marketplace for trading card collectors. In this session, we'll explore Collx's evolution, from its inception to its current state, highlighting its key features and risk management strategies. Discover how Collx mitigates risks associated with trading card transactions, utilizing innovative AutoMod features and in-house moderation solutions. Learn about the pivotal role of Stream Chat in enhancing user safety and engagement, including the integration of CollxAI. Explore marketplace implications, upcoming developments, and future challenges, concluding with valuable insights and advice for marketplace platforms.

**11:20 AM - 11:50 AM** **Scaling Trust & Safety Operations as Your Marketplace Grows** | Michael Dworsky, Co-Founder and CEO, Cove; Alice Goguen Hunsberger, VP of Trust & Safety and Content Moderation, PartnerHero; and Alexandra Popken, VP of Trust & Safety, WebPurify

*LegitScript Room*

As your marketplace expands, adapting your trust & safety operations becomes crucial to maintaining a secure platform, supporting your users, and empowering your employees. In this session, experts who have spearheaded trust & safety operations, policy, and technology teams across diverse growth stages will offer actionable insights for your company's journey. We'll navigate through the choices between building in-house solutions or outsourcing, the strategic use of technology and automation, strategies for optimizing your operations teams, employing data-driven decision-making, cultivating valuable partnerships, and more. Our goal is to equip you with the tools and knowledge needed to nurture a thriving community of trust, ensuring your marketplace not only grows, but does so safely and effectively.

**11:20 AM - 11:50 AM** **Mobile Identity - The Simplicity they Want, and the Protection you Both Need** | Bart Goethals, Senior Solutions Engineer, Telesign

*Plaid Room*

In today's world, there are more phone numbers than people. That's 11.7 billion cellular connections. Just about everyone – 9 in 10 people – has a phone number. The phone number, and the data it possesses, has become a universal standard for identity verification. Dive into strategies for prioritizing conversion alongside security, understand how mobile identity streamlines IDV and eKYC checks to reduce wasteful costs, and learn techniques to effectively flag potential fraud and high-risk phone numbers. Let's take this opportunity to come together – under Chatham House Rule – and discuss our thoughts and insights on the issue of potential fraud and high-risk phone numbers. This will be an open discussion on: (1) Prioritize conversion and security; (2) Reduce wasteful IDV checks; and, (3) Flag potential fraudulent risks.

# AGENDA WEDNESDAY 15 MAY

## **11:20 PM - 11:50 AM** **Fraud-as-a-Service: GenAI and the Sophisticated Tools Used by Fraudsters** | Eduardo Pires, Global Head of Industry, Food Delivery & Ride-hailing, Incognia; and Guilherme Tong, Head of Fraud Prevention & Fintech Data, Freenow

*Incognia Room*

Generative artificial intelligence, deepfakes and app cloners have gained prominence in recent months, causing millions of dollars in losses through fraud against financial institutions and retailers. In this lecture, we will present the latest malware and technological tools used by fraudsters to perpetrate large-scale fraud and delve into how each of these software functions, the primary challenges faced thus far, upcoming trends in fraud, and, most importantly, how institutions can defend themselves against these large-scale attacks. The session will discuss deepfakes, app cloners, emulators, virtualizers, image injection, and their impacts on fraud techniques such as fake accounts, voucher abuse, refund abuse, and identity fraud.

## **12:00 PM - 12:30 PM** **Platform Revenue and Retention through Healthcare Solutions** | Daniel Gerow, GM, Gigsafe; Garrett Johnson, Senior Vice President, Newfront; David Pickerell, CEO, Para & GigSafe; and Farah Rehman, Head of Customer, Strategy & Execution, Life, Accident & Health, Zurich

*Zurich Room*

A discussion based on recent insights about the needs, worries and goals of gig workers and their access to healthcare, and how it can create opportunities for revenue and retention for platforms.

## **12:00 PM - 12:35 PM** **Adapting Fraud Strategies for Evolving Marketplace Payment Systems** | Riya Jagetia, Fraud Product Strategy, Unit21; and Jacob Wilson, Director of Data and Analytics, Alto

*LegitScript Room*

In this insightful chat, we delve into the dynamic nature of fraud as it adapts to the integration of payments in marketplace environments. We will explore varying fraud trends, their impact on marketplaces with different business models, and the strategic approaches necessary to mitigate these risks. Attendees will gain valuable insights into the distinct challenges of fraud prevention in payment-centric marketplaces and practical strategies for fraud, trust and safety, and product development.

## **12:00 PM - 12:40 PM** **Product, Pricing & Beyond: Trust & Safety's Positive Impact on Revenue** | Matthew Hertz, CEO, Elephant; Tiffany Lin, Trust & Safety Consultant; Guillem Pons, Director of Product Management, Rover; and Charles Zhu, Sr. Director of Underwriting & Actuarial, Roamly

*Plaid Room*

Explore different ways for quantifying investments in trust & safety, tailored for effective communication with decision-makers. This panel brings together industry leaders to share innovative strategies and actionable insights, demonstrating how trust & safety initiatives can drive revenue growth and foster sustainable business success.



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# AGENDA WEDNESDAY 15 MAY

## 12:00 PM - 12:40 PM **From Reactive to Proactive: Mitigating Evolving Threats in the Marketplace** | Jack Gashi, Director of Enterprise, CHEQ; and Chris Horne, Director of T&S Investigations & Intelligence, Upwork

*Incognia Room*

In this fireside chat, we'll explore the path to building safer, more trusted marketplaces, including the biggest challenges in keeping marketplaces secure from cutting-edge threats, both human and bot-driven. During this session, we'll also cover: (1) How to move from reactive risk management to precise, proactive threat prevention; (2) Strategies for leveraging your existing tech stack to stay ahead of evolving threats; and, (3) Why industry-wide collaboration is necessary for the long-term viability of marketplaces.

## 12:30 PM - 1:30 PM **Networking Lunch Sponsored by Sterling**

*Vista Gallery*

Grab lunch with old friends and new colleagues in the Vista Gallery.

## 1:15 PM - 1:55 PM **Risk and Reward: Five Ways Marketplaces Are Improving Trust & Safety in 2024** | Deniz Ertan, Senior Director of Risk, eBay; and Mary Ann Miller, VP, Evangelist & Fraud Executive Advisor, Prove

*Zurich Room*

This session will explore the rapidly escalating threat of identity fraud in growing marketplaces and share strategies for reducing friction in the identity verification process, while simultaneously improving trust and safety. Transitioning from awareness to action, we will unveil a comprehensive exploration and examination on the importance of obtaining accurate signals (such as identity checks) at the opportune moment within your workflow, which is crucial for mitigating friction, via accelerated personalization, throughout the entirety of the customer journey. Drawing from the successful partnership between Prove and eBay, they will provide compelling evidence of how these strategies ensure both user convenience and protection against fraud while increasing the company's gross merchandise value (GMV). By the conclusion of this session, attendees can anticipate not only heightened awareness of the evolving threat landscape, but also a roadmap with actionable steps to help shield identities from fraud at an accelerated pace, increasing their GMV.

## 1:15 PM - 1:55 PM **Full Circle Fraud Prevention: Bridging Vendors, Marketplaces, and Users** | Domingo Guerra, EVP Trust, Incode; Kyle Nelson, Vice President of Strategic Partnerships & Head of Innovation, Snappt; and Brenda Tejada-Montes, Multi-Site Property Manager, Oak MGMT

*LegitScript Room*

This panel unites Incode's tech prowess, Snappt's marketplace insights, and firsthand user experiences to tackle fraud in property management head-on. By examining recent fraud cases, we'll reveal how our combined technologies not only detect but also deter fraud, accelerating market entry in a sector prone to deceit. Discussions will cover global migration's impact, illustrating the necessity of a worldwide perspective on IDs and biometrics. We'll explore the unique challenges and solutions from the property management and real estate industry that can inform and enhance broader industry practices, emphasizing rapid go-to-market strategies for users and the realized value of developing within marketplace settings. This session promises a comprehensive look at creating secure, efficient ecosystems across industries, leveraging the extremes faced in property management to pioneer solutions with wide-reaching benefits.



# AGENDA WEDNESDAY 15 MAY

**1:15 PM - 1:55 PM**

*Plaid Room*

**A Graduated Approach to Risk: Protecting Platforms Across the Customer Journey** | Duncan Carey, Senior Business Development Associate (Trust & Safety, ID & Risk), Uber; and Tracey Lazos, Sr. Director, Gig Economy Strategy, TransUnion

As platforms become increasingly dynamic and diverse in their business offerings and use cases, strategies to mitigate risk must be just as dynamic and diverse. This means implementing flexible workflows to manage risk across the customer journey. During onboarding, risk considerations for spenders vs. earners are different, but how do you later mitigate risk when a spender becomes an earner? Likewise, assessing in-flight risk at the time of transaction will vary based on the type and value of the transaction. During this session, we will explore a graduated approach to risk to help your business protect the entire customer experience, including onboarding, transactions, and beyond: Learn about the benefits of staged risk-based workflows across the customer journey. Explore how friction-right identity verification and risk scoring can provide a seamless customer experience for trusted users while helping protect your platform

**1:15 PM - 1:55 PM**

*Incognia Room*

**Scamtastic! Protecting the Integrity of Online Marketplaces from the Scourge of Scams** | Aleksey Kravtsov, Senior Information Security Engineer, Warby Parker; and Ben Davey, VP of Product and Co-Founder, Darwinium

Businesses no longer simply have to protect customers from identity theft, automated bot attacks, and account takeover. They now need to protect them from themselves. Scams have taken over as the new attack on the block, where the customer makes a payment for a product or service they assume is legitimate. It's a fraudsters paradise – no hacking, no two-factor authentication to bypass, no fraud controls to circumvent. Just list a fake product or service, scam the customer into buying it, get the money. Simple. For the marketplace, it's a minefield. How can a marketplace protect the integrity of its listings while identifying buyer behavior that might indicate a risky / fraudulent purchase? And how do they prevent the fraudster moving the buyer to make a payment off platform, thereby exposing the financial ecosystem to further risk? It's about having complete visibility of risk, across buyer and seller profiles, with the power to intervene in real time when something looks unusual.

**2:05 PM - 2:35 PM**

*Zurich Room*

**Game-Changing Approach to Identity Verification with PrizePicks and Socure** | Jay Deuskar, Co-Founder & CTO, PrizePicks; and Eric Levine, SVP, Head of DocV, Socure

As a leading innovator in skill-based gaming, PrizePicks has a tough growth challenge to solve: creating a trusted environment with the identity verification of the largest swath of the population without posing friction at onboarding. For PrizePicks, that means onboarding harder-to-identify next-gen gamers with a lighter credit history while keeping out those 18 and younger who aren't legally allowed to engage. This younger demographic tends to have less financial history and therefore requires more advanced capabilities for verifying identity. This session explains the unique challenges faced at PrizePicks and how passively identifying and mitigating fraud enabled a growth strategy that gives customers the best possible experience from the first touch all the way through game play. Socure and PrizePicks will explain today's pain points and provide a future-forward framework that will prepare you for today's—and tomorrow's—fraud and regulatory landscape.

**2:05 PM - 2:35 PM**

*LegitScript Room*

**Keeping Everyone Happy: Marketplace Content Policy in Practice** | Sophie Duba, Global Director of Marketplace Policy, Etsy; Sarah Godlewski, Trust and Safety Policy Manager, Upwork; and David Graunke, CEO, SafetyKit

What's allowed in your marketplace and what's not? This can be a tough question to answer! In this panel discussion, we'll talk with policy leaders at Upwork and Etsy about how to make tough policy decisions, and how to balance the needs of users, leaders, and payment partners. We'll talk about protecting users and the business without sacrificing growth, the realities of payment processor rules, and what AI means for policy development and enforcement.



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# AGENDA WEDNESDAY 15 MAY

**2:05 PM - 2:35 PM**

*Plaid Room*

## **What All Marketplaces Need to Know about Screening with Background Checks to Avoid More Risk** | Pamela Devata, Partner, Seyfarth Shaw LLP

Background checks are an element of mitigating risk for many marketplaces. This session will discuss some already in place and developing laws to ensure you aren't creating more risk by through your screening programs.

**2:05 PM - 2:35 PM**

*Incognia Room*

## **A New Era of CX With AI-Powered Fraud Detection and Prevention** | Kory Hancock, SVP, Operations, IntouchCX; and Dhruv Mehrotra, Founder, AI Solutions Group

As technology becomes more complex, brands face increasingly complex fraud-related tasks and rely heavily on subjective judgment to detect fraudulent activity. Digital automation, machine learning, and artificial intelligence offer solutions to streamline fraud detection processes, allowing contact center teams to allocate more time to enhancing the customer experience. Join us as we discuss implementing these tools for clients, minimizing financial losses, and tackling these challenges head-on, gaining valuable insights along the way.

**2:45 PM - 3:15 PM**

*Zurich Room*

## **The Passive Detection Playbook - Catch Fraud without Friction** | Travis Dawson, Director Product Management, Marketplace/CS/Trust & Safety, StockX; and Soups Ranjan, Co-Founder & CEO, Sardine

Marketplaces are right to be concerned about counterfeits and fraud - but what are the best practices for policies and operations? How do you eliminate bad actors without introducing excessive friction on legitimate sellers? This fireside chat with Travis at StockX and Soups Ranjan at Sardine provides a playbook covering real use cases, operational approaches, and the latest tech to help you passively detect risk without adding friction.

**2:45 PM - 3:15 PM**

*LegitScript Room*

## **Empowering Fortune 500s Through Open Marketplaces: Trusting the Untrusted** | Casey Ellis, Founder & Chief Strategy Officer, Bugcrowd; and Barnett Klane, VP of Product, Trolley

As organizations strive to meet market demands and regulatory challenges while expanding their trusted pool of users, the journey toward growth in global marketplaces becomes increasingly complex. This session explores how leading organizations can leverage "open marketplaces" to navigate these challenges. While an "open model" has traditionally been viewed as risky, tech solutions are allowing major companies to work with broad and even counterintuitive vendor pools. In this case-driven session, we'll hear from Bugcrowd, a hacker-powered open marketplace that offers crowdsourced security to Fortune 500 companies. We'll discuss how they developed a user trust profile and use trust-level segmentation to "trust the untrusted." We'll offer perspectives on how technology can expedite trust and drive expansion, along with practical advice for platforms to engage and build trust, ensuring compliance without stifling growth.

# AGENDA WEDNESDAY 15 MAY

**2:45 PM - 3:15 PM**

*Plaid Room*

**User-Generated Content Moderation and the Constitution** | Jacob Canter, Counsel, Crowell & Moring LLP; and Joanna Rosen Forster, General Counsel and Chief Compliance Officer, Wish

This session will discuss recent developments within SCOTUS, Congress, and the FTC regarding user-generated content (UGC) and the debate as to whether online platforms can or should moderate. The Supreme Court will be hearing two cases -- NetChoice v. Paxton and Moody v. NetChoice -- which challenge the constitutionality of two separate laws passed in Florida and Texas, both of which sought to limit the type of content that online platforms could remove or down-rank based on the first amendment. If the laws are upheld, it would preclude online platforms from removing irrelevant reviews and would require the same weight given to political attacks as it does to genuine, firsthand business reviews. Consumers would have to wade through irrelevant reviews to find information based on authentic experiences with the business. This has the potential to conflict with rules being promulgated in the UK and EU. The Coalition for Trusted Reviews is working to ensure customers have access to a trustworthy review experience. During this chat, we will discuss the legal ramifications of the SCOTUS cases along with recommendations on how to meet global standards.

**2:45 PM - 3:15 PM**

*Incognia Room*

**Unique Risk Signals and Their Application to Digital Marketplaces** | José R. Pallares, Senior Director, Decision Analytics Strategy and Innovation, Experian

Learn how Experian's vast data assets, analytics capabilities, and advanced modeling can be used to capture and convert more good transactions and identify new signals to prevent consumer and business fraud.

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

*Vista Gallery*

**Afternoon Coffee Break**

Have a coffee with old friends and new colleagues in the Vista Gallery.

**3:30 PM - 4:10 PM**

*Zurich Room*

**Wish and EverC: Pioneering AI Technology to Crack Down on Counterfeits** | Erin Brusseau, Director of Content Moderation, Wish; and Ariel Tiger, CEO, EverC

Since its founding in 2010, Wish has become an ecommerce giant. In 2021, the platform came under heavy scrutiny from regulators, including an outright ban in France due to counterfeits. As part of their goal to ensure an optimal online shopping experience for users, Wish partnered with EverC to attack the problem. Less than a year later, Wish has been welcomed back to France. NPS scores, customer retention and conversion have increased; and, order cancellations and refunds have decreased. During this session, you'll hear the story of how Wish leveraged advanced technologies such as artificial intelligence and machine learning, to help manage risks and enhance their. You will learn: (1) How counterfeits harm marketplaces – not only from a regulatory, but a reputational standpoint; (2) How marketplaces can navigate this new era of increased accountability, regulation, and risk; And, where does AI fit in?

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# AGENDA WEDNESDAY 15 MAY

**3:30 PM - 4:10 PM**

*LegitScript Room*

**Building Trust through Safety: Recognizing and Responding to the Reality of Online Child Sexual Exploitation Risk** | Amanda Goharian, Senior Research Manager, Thorn; Kate Sim, Independent Researcher; and Amanda Volz, VP, Customers and Partnerships, Thorn

Join us for a concise overview followed by a vital discussion exploring online child sexual exploitation and the risks it poses to all digital platforms. Thorn's insights, coupled with perspectives from Google and others, will ground the scale and persistence of the issue in a conversational panel discussion, followed by a Q&A. Key takeaways: (1) Insights into youth behaviors and experiences online from Thorn's ongoing research; (2) Key product risks, including the sharing and distribution of illegal content, online grooming; (3) Guidance on developing youth-friendly interventions; and, (4) Emergent risk vectors, including financial sextortion and generative AI.

**3:30 PM - 4:10 PM**

*Plaid Room*

**Navigating Payment Partnerships: A Comprehensive Guide to Common Pitfalls** | Sam Boro, Partner, Perkins Coie; Jerry Lee, Global Head of Risk Legal, Stripe; Laura Mastrangelo, Director, Assistant General Counsel, Payments, Etsy; and Youssef Sneifer, VP Regulatory & Compliance, GoCardless

This session will explore the risk management strategies for marketplaces engaging with their payment processors and payment facilitators. We will discuss how marketplaces can set themselves up for success as they begin their payment relationships, navigate regulatory frameworks and the card network rules, onboard sub-merchants, and work with the numerous marketplace payments models from start to finish. This presentation will uncover the strategies, pitfalls, and triumphs in forging a robust relationship with your payment processor, ensuring a seamless journey through the complex landscape of financial transactions.

**3:30 PM - 4:10 PM**

*Incognia Room*

**Balancing Privacy and (IRL) Real-World Safety in Consumer Experiences** | Chelsea Hower, Director of Trust and Safety, Sittercity; Sidra Khan, Manager, Risk & Trust Policy, TaskRabbit; and Zach Singleton, Director of Product Management, Privacy, Equity, Safety, Uber

Although many online safety conversations focus on the virtual world, companies that use technology to connect users with services in the physical world face a different set of safety and privacy challenges. Because the physical safety of users is a top priority, companies constantly innovate features to keep their users safe, and these features often involve collecting and using data. Listen to privacy professionals explain how they build privacy into the features that protect the safety of their users, and how they balance these competing interests in the user experience. Key takeaways: (1) Where physical safety is involved, privacy considerations are different than online experiences; (2) Protecting privacy does not have to be in conflict with protecting user personal safety; (3) Companies can give users control to set their own balance of privacy and safety.

**4:20 PM - 4:50 PM**

*Zurich Room*

**Fake Reviews: Regulation and the Battle for Consumer Confidence** | Chris Downie, Co-Founder & CEO, Pasabi; Chayeeta Sarkar, Vice President Trust & Safety Operations, Alorica; Daniel Sorochnik, Co-Founder and CEO, TakeOne.video; and Ryan Stevens, VP, Marketplace Strategy, Clutch

With the tide turning on fake review scammers, this panel will discuss the latest developments in the battle for authentic reviews, helping you understand what you should be doing to prepare for coming regulation. In this session we will cover: (1) What the regulatory landscape looks like now and what lies ahead; (2) What is a fake review? It's more complicated than you might imagine; (3) How fake reviews are connected to fake accounts, scams and other types of abuse; and, (4) As the tide turns on fake review scammers, how can you prepare your platform to protect your users?

# AGENDA WEDNESDAY 15 MAY

**4:20 PM - 4:50 PM**

*LegitScript Room*

**Trauma-Informed Trust & Safety: Programs to Support Mental Health on Platforms and in the Workplace** | Ally Coll, Founder, The Purple Method; Chelsea Hower, Director of Trust and Safety, Sittercity; Kristin Kupiec, Associate Manager, Community Response, DoorDash; and Bri Riggio, Member / Former Visiting Fellow, Integrity Institute

Trust and safety teams work under pressure to address some of the most troubling harms that exist in our society. Gain knowledge in this fireside chat style session on how to support the mental health of your internal trust and safety team members as they do this important work, while also ensuring they are well-equipped to bring a trauma-informed lens to their interactions with your user base.

**4:20 PM - 4:50 PM**

*Plaid Room*

**Fighting Fake Accounts with Threat Intelligence** | Chris Horne, Director of T&S Investigations & Intelligence, Upwork; and Tomer Poran, VP Solution Strategy & Community, ActiveFence

Monitoring underground marketplaces for fake accounts. Locating underground chatter focused on fraud and abuse. Driving product and process changes to reduce bad actor engagement. These are some activities that ActiveFence partners with Upwork to support, as they scale their operations and cross-functional support for all internal trust & safety units. Chris and Tomer will discuss the ActiveFence-Upwork partnership, including the type of risk signals and investigation data that can emerge from off-platform sources, and how the Intelligence and Investigations department at Upwork has leveraged these insights to improve enforcement across the platform.

**4:20 PM - 4:50 PM**

*Incognia Room*

**Today's Disruptors in High-Volume Onboarding** | Josh Cutler, Chief Technology Officer, Yardstik; Amy Leff, Assistant Professor of Practice, University of Texas-Austin; and Nick Prijic, VP of Driver Operations, Fetch

Hiring the right people at your company is critical. The problem is that hiring is getting more and more complex. Fraud attempts are increasing, people are getting crafty with efforts like deepfakes, all while businesses are trying to scale. From virtual hiring to AI to policy changes, there's tons to keep up with. Join this informative conversation between three leaders in business, technology, and policy to hear about the latest innovations marketplaces need to be aware of and what to do about it.

**5:00 PM - 5:30 PM**

*Zurich Room*

**New Developments in California Privacy Law** | Kathleen McConnell, Partner, Seyfarth Shaw LLP

There has been a massive increase in lawsuits under the California Invasion of Privacy Act. Any company with a website can be a target, with most of the claims currently targeting the operations of cookies, pixels, chatbots, pen registers and tracking software. Given the risks to platforms, everyone needs to be aware of these requirements, especially because the exposure can be significant – liability up to \$5,000 per violation (which can be any time a user comes to the company website) and no showing of actual damages are required. Join this session to learn the ins and outs of this new trend under the CIPA.



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# AGENDA WEDNESDAY 15 MAY

**5:00 PM - 5:30 PM**

*LegitScript Room*

## **Insurance Trends and Innovations: Thinking Outside the Box to Protect Your Platform**

|Garrett Olson, Head of Insurance & Risk Management, Wolt; Ryne Ring, Director of Gig and Embedded Programs, Citadel; Justin Sorensen, Practice Leader, High Growth Ventures, Hub; and Michael Sullivan, Practice Leader, Senior Vice President, Hub

Are your off-the-shelf insurance products leaving your marketplace exposed? A team of insurance industry experts discuss why off-the-shelf insurance products aren't a good fit for marketplaces. Learn how to transfer marketplace risk exposures effectively off your balance sheet. This panel will discuss the latest products and carrier solutions for the marketplace industry and explore the latest alternative risk transfer strategies.

**5:00 PM - 5:30 PM**

*Plaid Room*

## **Establishing Trust in a Digital World to Prevent Fraud**

|John Devenyns, Solutions Consultant, Feedzai; and Zac Sheldon, National Director of Sales & Marketing, Thomson Reuters

In today's digital world, bad actors are using increasingly sophisticated methods to steal personal data, create fake accounts and takeover accounts. This impacts the bottomline and degrades the customer experience. It is more important than ever to have robust digital identity verification in place to build trust with customers. Join this session to learn about top fraud threats digital marketplaces face and uncover key components of a successful digital identity verification. In this session, we'll explore: - Device Intelligence - capturing data about the device being used such as the device model, operating system, screen resolution and more to identify anomalies. - Malware Patterns - detecting and blocking known and zero-day malware, like remote access trojans, as well as bot patterns. - Behavioral Biometrics - comparing the actor controlling the session to the user's baseline profile to ensure a legitimate user is still in charge without introducing friction.

**5:00 PM - 5:30 PM**

*Incognia Room*

## **Regulatory Outlook: What's in Store for Platforms in 2024**

|Bruno Lewicki, Global Policy Director, Airbnb; Nima Rahimi, Deputy General Counsel, Thumbtack; and Heather Stewart, Managing Director, Red Maple Strategies

2024 is seeing a flood of legislative activity impacting marketplace companies at the U.S. state, federal, and international levels. In this conversation, we'll recap relevant activity that passed or is likely to pass in the U.S. state legislative sessions, discuss ongoing federal and international policy issues, and give our best predictions of what to expect in the coming years.

**5:30 PM - 6:30 PM**

*Vista Gallery*

## **Mix & Mingle**

Mix and mingle with fellow attendees following what was surely a long day of amazing speakers delivering world-class content. We know it can be a bit much! So, this is your chance to decompress before heading off to various dinners throughout the city. But, don't forget to grab the contact information from your new friends!

**6:30 PM - 8:30 PM**

*Various Locations*

## **Dine & Network Program Dinners**

Be sure to sign up for one of the various dinners that make up the Dine & Network Program. Each dinner is organized around a different topic in order to provide more meaningful opportunities for attendees to connect and network over shared and common interests. Space is limited and registration is required. So, be on the lookout for an email to register the week before the conference.

# AGENDA WEDNESDAY 15 MAY – THURSDAY 16 MAY

**8:00 PM - 11:00 PM**

*Pandora Karaoke & Bar*

## **Nightcap Sponsored by ActiveFence and LegitScript**

No conference would be complete without the opportunity to turn up! So, brush up your vocal chords, dust off your dancing shoes, and join ActiveFence and LegitScript as they host one of the more memorable conference parties you've ever attended. Note: this event is open to registered attendees, so be sure to register to attend the conference!

## THURSDAY

**8:00 AM - 9:00 AM**

*Vista Gallery*

## **Check In & Networking Breakfast**

Be sure to check in early to connect and network with other attendees over breakfast!

## OPENING SESSION

**9:00 AM - 9:40 AM**

*LegitScript Room*

## **Opening Session - Making the Case: Measuring ROI for Trust & Safety** | Heather Grunkemeier, Founder, Twinkle; Chelsea Hower, Director of Trust and Safety, Sittercity; and Kristin Kupiec, Associate Manager, Community Response, DoorDash

This session will explore the recent research project undertaken by the Marketplace Risk Advisory Board about how platforms secure investment into trust & safety efforts and how those platforms measures the ROI. Join this session to learn themes that came from the survey, in-depth interviews and dozens of platforms' feedback.

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**Jenna Villa**  
Sales Executive



**Chris Downie**  
CEO



**John Hornell**  
VP Growth



**Ian Robin**  
CRO



# AGENDA THURSDAY 16 MAY

## SESSIONS

**9:50 AM - 10:30 AM**

*Zurich Room*

**How to Leverage Legal to Achieve Business Goals** | Val Byrne, Director, Commercial Legal, DoorDash; Nathan Garnett, General Counsel, OfferUp; Adam Schlosser, Head of Legal, Poshmark; and Jeremy Siegel, General Counsel, Final Bell  
TBD

**9:50 AM - 10:30 AM**

*Workshop Area*

**Part 1: Securing Investment and Measuring the ROI of Trust & Safety** | Heather Grunkemeier, Founder, Twinkle; and Dave Byrne, Founder, TrustRaise

A hands-on workshop designed to help you increase your ability to demonstrate the ROI of your much-needed investments in a way your stakeholders can understand. Our goal is for you to leave having mapped your metrics to those that are core to driving the business, using real-work examples.

**9:50 AM - 10:30 AM**

*LegitScript Room*

**Time Traveling in Trust & Safety: Learning from the Past and Looking to the Future** | Alice Hunsberger, VP Trust & Safety and Content Moderation, PartnerHero (formerly Grindr, Match Group); Cathryn Weems, Independent T&S Consultant (formerly Epic Games, Twitter, Google); Sasha Haco, Co-Founder, Unitary; and Vaishnavi J, Independent T&S Consultant (formerly Meta, Twitter, Google)

In this panel, we will take a retrospective look at the evolution of Trust & Safety over the past 15-20 years, discussing how changes in perspectives around online safety and moderation have influenced the ways that platforms have historically invested in Trust & Safety. We will then turn our attention to the current state of Trust & Safety, discussing how emerging trends such as regulation, technology, and AI are changing the landscape. Finally, we will share our predictions about both the near and far future of our field, and how Trust & Safety leaders can prepare for what's next.

**9:50 AM - 10:30 AM**

*Plaid Room*

**Terms of Use Enforceability: Recent Trends and Cases** | Julia Breyer, Deputy General Counsel, Instawork; Adam Mandelsberg, Commercial Litigation Partner, Perkins Coie; and John Schreiner, Partner, Perkins Coie

Terms of use can be a powerful tool for protecting B2C and B2B marketplaces and digital platforms, including by limiting liability and compelling arbitration, among other benefits. But there are specific requirements to ensure that your terms of use are enforceable, both in form and in substance. During this session, you will get practical advice on how you should design acceptance to your terms of use, what terms you should include, best practices on ensuring they are enforceable, and learn from real stories of success and failure.

# AGENDA THURSDAY 16 MAY

**9:50 AM - 10:30 AM**

*Incognia Room*

**Digital Inclusion Hinges on Accessibility: ADA, WCAG and Leveraging AI** | Kristina Launey, Labor and Employment Litigation and Counseling Partner, Seyfarth Shaw LLP; and Aaron Page, Director of Accessibility, Allyant  
TBD

**10:40 AM - 11:10 AM**

*Zurich Room*

**Developing Trust & Safety by Design** | Chad Dennis, Manager, Global Safety Product Strategy & Operations, DoorDash; and Garrett Olson, Head of Insurance & Risk, Wolt

In an ever-changing world, prioritizing safety from inception is paramount for sustainable growth. Join us for the "Safety by Design" session at the Marketplace Risk Conference, where we'll explore how integrating safety into product development and business expansion strategies can mitigate risks and enhance competitiveness globally.

Key topics include proactive risk mitigation, navigating global compliance standards, innovative insurance solutions, and fostering a safety-centric culture. Gain insights from industry experts and real-world case studies to safeguard your business and unlock new growth opportunities.

**10:40 AM - 11:10 AM**

*Workshop Area*

**Part 2: Securing Investment and Measuring the ROI of Trust & Safety** | Heather Grunkemeier, Founder, Twinkle; and Dave Byrne, Founder, TrustRaise

A hands-on workshop designed to help you increase your storytelling skills and supercharge what you learned in Workshop #1. Our goal is for you to leave this session with greater ability to apply best practices in storytelling - those used by some of the greats, like Steve Jobs - as you narrate must-needed Trust and Safety investments to grow the business.

**10:40 AM - 11:10 AM**

*LegitScript Room*

**Best Practices to Create a Safer Platform Through Technology** | Francesca Amato, Trust and Safety Representative, Sittercity; Sidra Khan, Manager, Risk & Trust Policy, TaskRabbit; and Jeff Sakasegawa, Trust and Safety Architect, Persona

For most platforms, safety is a core value and priority. We are continuously looking for ways to improve the safety of our platform and customers, and leveraging technology to do so. In this presentation, we will talk about how we use technology to create a safer platform, balancing fairness and marketplace impact. We will talk about implementing best practices and how our work with external stakeholders guides our most important safety work. Key takeaways include: (1) how trust & safety efforts take different shapes depending on the issue at hand; and, (2) when using technology to create a safer platform, the best practices in testing for fairness, involving external stakeholders and implementing their feedback, measuring for success and not being afraid to roll back if things are not working.

# AGENDA THURSDAY 16 MAY

**10:40 AM - 11:10 AM** **Developing Trust & Safety Policy Best Practices** | Jessica Ballard, VP, Risk & Claims, Outdoorsy; Michelle Chang, Head of Search Policy, Trust & Safety, Google; Caroline Humer, Founder, Trust & Safety Forum; and Chris Roberts, Trust and Safety Policy, DoorDash  
*Plaid Room*

Every organization formulates policies to guide employees in understanding essential requirements. Trust & safety policies play a crucial role in integrating trust & safety into the overarching business framework. In this session, we explore how various online platforms develop their internal policies to guide and shape their trust & safety efforts. Additionally, we'll investigate whether there are shared practices among industries that might serve as benchmarks.

**10:40 AM - 11:10 AM** **Unpacking SMS Toll Fraud at the Intersection of AI and Telco Collusion** | Ramsin Betyousef, Sr. Director of Engineering, Identity, Trust and Safety & Insurance, Uber; and Kevin Gosschalk, Founder & CEO, Arkose Labs  
*Incognia Room*

SMS communications are crucial for identity verification between enterprises and consumers but they've become a hotspot for SMS Toll Fraud, leading to massive losses for businesses. This scam involves fraudsters and telco carriers colluding and inflating SMS volumes to boost revenues artificially. In 2023, between 19.8 and 35.7 billion fraudulent messages accounted for nearly 5% of international traffic. Join this session as we explore SMS-related threats. We'll reveal the symptoms to look out for and roles of AI, bots, and human fraud farms, blending technical explanations and firsthand testimonials, so that attendees can recognize and defend against these complex and lucrative attacks.

**11:20 AM - 11:50 AM** **Shifting the Culture: Regulatory Compliance as a Proxy for Inclusion and Innovation** | Garrett Olson, Head of Insurance & Risk, Wolt; and Amie White, Sr. Director of Risk, Ethics & Policy, Hinge  
*Zurich Room*

In this session, we'll break down core themes and trends of the evolving global regulatory and legislative space in the tech industry and study how these themes can be understood as leading indicators (and requirements) for platform growth. More specifically, how we can reframe the culture and language around regulation from one of 'necessary evils' and 'impediments to innovation' to one of representation, growth and inclusion, with regulation as a proxy for the needs of underserved, marginalized and vulnerable groups. We will explore how to better understand consumer regulation as a conduit for the voice of the marginalized and underserved - groups who often lack the time, energy and resources to advocate for themselves at an individual scale. Instead, their voices can be heard through new and evolving regulatory themes. Attendees will come away from this session a fresh framework and new a language to drive a shift in mentality and culture around regulatory compliance within their organizations - with the goal of creating a future where evolving regulations are not resisted, but embraced; where innovation through compliance becomes a forcing factor for growth, inclusion and increased representation across platforms.

**11:20 PM - 11:50 AM** **Six Degrees of Separation: Data Science Exposes Secret KYB Risk** | Veronica Kramer, Director of Engineering, Seller Onboarding, Risk and Compliance, Wish; Hal Lonas, Chief Technology Officer, Trulioo; and Shaun Singh, Director, Solutions Consulting, Trulioo  
*LegitScript Room*

Marketplace KYB requirements can extend beyond confirming the existence of just one business. They can expose international links among multiple entities and unveil secret patterns in large amounts of data. And, data science sheds light on those connections. Join this session to explore how adding an intelligence layer to business verification can help marketplaces map global relationships among individuals and businesses, detect risk signals and segment subgroups, such as micro-merchants.

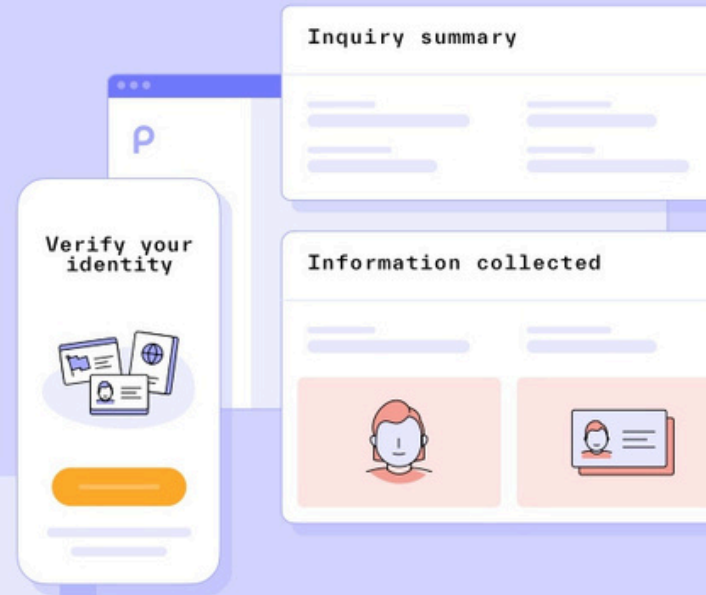




# Build trust globally. Fight fraud at scale.

Trust can't exist without safety. Protect your marketplace with identity solutions that are painless for you and your users and painful for fraudsters.

One unified identity platform  
for balancing conversion and risk



## 01 Craft dynamic user experiences

Build trust with branded, customizable flows tailored for individuals and businesses globally. Dynamically adjust friction based on real-time risk signals to balance risk and conversion.

## 03 Proactively discover and block fraud

Catch fraudsters at every stage of the customer lifecycle without adding unnecessary friction. Passively screen and identify fraud clusters, holistically investigate edge cases, and proactively block known bad actors.

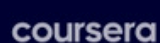
## 02 Meet evolving compliance regulations

Navigate and adapt to emerging marketplace requirements such as INFORM Act, DAC7, and age verification mandates with customizable solutions tailored to help you meet regional requirements.

## 04 Automate and orchestrate identity processes on one platform.

Consolidate all identity data on Persona through data importers and integrations with the top risk signals. Then, build workflows to automate decisioning, customer follow-up, and more.

Trusted by our partners



# AGENDA THURSDAY 16 MAY

**11:20 PM - 11:50 AM** **Translating Risk Mitigation into Great Experiences** | Christie Kim, COO, Persona; Iker Lazlo, Manager of Trust & Safety, Outdoorsy; and Sarika Oak, Senior Director of Trust and Safety Operations, Udemy  
*Plaid Room*

Friction is the last thing marketplaces want to introduce when people are excitedly making big purchases or starting a new revenue stream. In this session, fraud and trust and safety leaders will share how their teams collaborate with product, growth, and risk to ensure positive experiences while mitigating risk to build trust and increase loyalty.

**11:20 PM - 11:50 AM** **Circular Marketplaces: Solving Unique Trust, Risk and Safety Issues** | Peter Evans, Chief Strategy Officer, McFadyen Digital; and Aurelija Plétienė, Director of Engineering, Vinted  
*Incognia Room*

As the circular economy and recommerce markets continue to gain traction, online marketplaces facilitating the resale and sharing of pre-owned goods are poised for substantial growth. However, these circular marketplaces face unique challenges around establishing trust, mitigating risk, and ensuring safety that traditional e-commerce platforms do not encounter to the same degree. This panel will explore innovative solutions emerging marketplaces are deploying to tackle the distinctive trust barriers, risk factors, and safety prerequisites involved in facilitating quality re-commerce experiences at scale. As consumer demand for sustainable, cost-effective circular options rises, cracking the code on these complex issues will be essential for enabling a thriving ecosystem of circular marketplaces.

Marketplace  
Risk.

## MARKETPLACE RISK MANAGEMENT CONFERENCE

SAN FRANCISCO, MAY 14-16, 2024

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# AGENDA THURSDAY 16 MAY

**12:00 PM - 12:30 PM** **How Generative AI Works and How to Use It** | Michael Dworsky, CEO & Co-Founder, Cove; and Mo Tiwari, Member of Technical Staff, OpenAI  
*Zurich Room*

With the safety risks of recent astounding advancements in AI, platforms must ready themselves for new threats. We know bad actors will weaponize AI to spread abuse and toxicity, but AI also presents an opportunity for trust & safety teams to use this new technology to their advantage. It can be intimidating for trust & safety teams to figure out how to best leverage AI, particularly when those teams are increasingly strapped for engineering resources. This session will be a crash course on how AI works (including both classical and generative AI), how trust & safety teams can best utilize it, and how non-technical teams can guide it - without code - to solve the right problems. No technical background or knowledge is needed - participants should leave understanding, at a high level, the mechanics of AI and large language models, how humans can shape AI models - without code - to be more effective, and how they might deploy it in their own products to prevent abuse.

**12:00 PM - 12:35 PM** **The Importance of KYB in the Marketplace Economy** | Travis Dawson, Sr. Director of Product Management, StockX; Vasileios Konteas, Head of Due Diligence & KYC, Delivery Hero; Vanita Pandey, CMO, Caf; Holly Sandberg, Dir. Trust & Safety, Reverb; and Gagan Sekhon, Principal Product Manager, Fraud, Upgrade  
*LegitScript Room*

While the marketplace economy has transformed digital commerce, it has also introduced its own set of fraud and cybercrime risks and the need to have strong onboarding and authentication controls in place. Marketplaces need robust KYB protocols in place to keep users safe, root out bad actors and avoid regulatory pitfalls. Join this session to hear from experts on how marketplaces can grow revenue and create a great user experience with KYB.

**12:00 PM - 12:40 PM** **You Need a Government Affairs Strategy: Building Your Government Affairs Capabilities at all Company Stages** | Pamela Devata, Partner, Seyfarth Shaw LLP; Adam Schlosser, Head of Legal, Poshmark; and Heather Stewart, Managing Director, Red Maple Strategies  
*Plaid Room*

Marketplace companies of all sizes must proactively engage with government stakeholders, understand policy implications, and advocate for favorable regulations to thrive in a complex business environment. Hear from in-house and external experts on ways to build your government affairs capabilities across your company's lifecycle - beginning from the very early days when it can matter the most!

**12:00 PM - 12:40 PM** **Rapid Reactions and Resilience: Navigating a Cybersecurity Incident** | Scott Carlson, Partner, Seyfarth Shaw LLP; Stephen Fusco, Senior Director of Legal Affairs and Data Privacy, HopSkipDrive; and Patrick Merkel, Senior Counsel, Outdoorsy  
*Incognia Room*

In an increasingly interconnected world, the inevitability of cybersecurity incidents demands a comprehensive and collaborative response strategy. This seminar brings together legal advisors, insurance brokers and communication experts to explore the vital facets of responding to cyber threats. Gain insights into the technical intricacies of identifying, containing, and eradicating threats and the legal and regulatory considerations that shape response efforts. Learn how to seamlessly integrate technical expertise with legal compliance and strategic communication, fortifying your organization's ability to weather the storm of cyber disruptions.

**12:30 PM - 1:30 PM** **Networking Lunch Sponsored by Sterling**  
*Vista Gallery*  
Grab lunch with old friends and new colleagues in the Vista Gallery.



## Protect Your Marketplace

Unit21 empowers marketplaces to proactively detect fraud and T&S incidents with a configurable rules engine & investigations dashboard.

### Detect and Prevent Bad Actors



**Ban Evasion:** Stop returning fraudsters in their tracks with easy-to-build rules, detecting overlapping PII (like shared IPs, devices, emails, etc.).



**Payment Fraud:** Reduce fraud losses using a broad range of data that allow you to approve or block high risk transactions confidently.



**Promotion Abuse:** Detect instances of promotion or platform abuse and respond to incidents quickly, maintaining operational integrity while building user trust.

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PATREON

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ALTO

# AGENDA THURSDAY 16 MAY

**1:15 PM - 1:55 PM**

*Zurich Room*

## **Battling the New Generation of Account Takeover Attacks** | Kevin Clark, Fraud Manager, Pinterest; and Kevin Lee, VP of Trust and Safety, Sift

Account takeover (ATO) attacks have become one of the most significant threats facing digital platforms today. According to Sift's 2023 Digital Trust & Safety Index, ATO attacks increased by 354% year-over-year in Q2 2023 across Sift's global network. In addition to downstream fraud and losses, ATO attacks can harm brand loyalty, with 76% of consumers saying they would abandon a brand if their account had been taken over. In this panel, we will discuss why this increase is happening, and insights into emerging ATO attack vectors like SIM swapping. Through real examples of criminal chatter from the deep and dark web, attendees will leave with clear takeaways to improve their own team's fraud prevention processes; a better grasp of the inner workings of the most prevalent and emerging types of fraud; and a stronger understanding of strategies they can use to protect their customers, data integrity, and brand reputation.

**1:15 PM - 1:55 PM**

*LegitScript Room*

## **How to Create a Successful Fraud-Fighting Team?** | Assaf Kipnis, Trust and Safety, Google; Elena Michaeli, PM Marketplace Risk Strategy, Walmart Marketplace; Hal Lonas, Chief Technology Officer, Trulioo; and Sarika Oak, Senior Director of Trust and Safety Operations, Udemy

Unlock the secrets to empowering your marketplace fraud-fighting team! Explore strategies to effectively advocate for the necessary resources and showcase the ROI of your fraud prevention tools. Join industry experts in this session to discover how to strengthen your anti-fraud team's position within the company. Gain insights on when to integrate anti-fraud efforts into the product life cycle, including key data points and metrics. Learn to expand the influence of your anti-fraud team across cross-functional areas. Equip yourself with the knowledge to tackle the biggest challenges faced by anti-fraud leaders and emerge victorious.

## Thomson Reuters Risk & Fraud Solutions and Feedzai

### Thomson Reuters® and Feedzai unite to accelerate safe customer onboarding and combat account takeover

Quickly onboard legitimate, low-risk customers and prevent account takeover to help drive business forward safely

- Easily conduct identity verification during online account creation or in-person credit applications
- Prevent account takeover and stop online attacks in real-time

### Investigate theft and fraud and engage law enforcement

- Provide your loss prevention and corporate security teams with the tools they need to succeed

The data provided to you by Thomson Reuters may not be used as a factor in establishing a consumer's eligibility for credit, insurance, employment, or for any other purpose authorized under the FCRA.





# AGENDA THURSDAY 16 MAY

**1:15 PM - 1:55 PM**

*Plaid Room*

**How to Design Safe and Inclusive Marketplace Communities** | Justin Bullock, VP of Sales, Envoy; Mike Wilkins, Sr. Director, Trust & Safety, Turo; and Naishi Zhang, Product Leader, Checkr

When one in three adults in the US have a criminal record, what does it look like for marketplaces to prioritize trust & safety while also building inclusive communities? How should safety processes be designed to be humanizing and nuanced? During this session, trust & safety leaders and product experts will discuss strategies around leveraging data to detect risk and create trust across both sides of the marketplace. We'll share insights on tactical examples of design approaches (building for inclusion, safety, and conversion), internal policy (layering in considerations of recency and severity), and real-world impacts of these practices on users, brand reputation, and revenue.

**1:15 PM - 1:55 PM**

*Incognia Room*

**Advanced Analytics in Risk Management** | Abhi Gupta, Head of Product, Square/Cashapp; Jason Howard, CEO, Caf; Eamon Murphy, Head of Payments, CertiFid; and Holly Sandberg, Dir. Trust & Safety, Reverb

As fraud becomes more sophisticated, it's imperative for organizations to implement advanced data analytics to reduce their exposure to risk. Behavioral analytics, for example, can help businesses identify suspicious patterns and get ahead of emerging fraud trends and behaviors. Analytics can help you regularly look for anomalies in large sets of data and uncover patterns that may previously have gone undetected. Powered by AI, advanced systems can complement, and in some cases largely replace, human-led risk management. AI has a downside though – it is also used to create so-called “deepfakes” and other sophisticated means of identity fraud. It's increasingly difficult to differentiate between true users from fake identities; so businesses must have the tools in place to combat these attacks.



Trusted by the world's biggest marketplaces, **MarketView** is the only fully automated solution that identifies and eliminates hazardous, counterfeit, and recalled products in your platform.

**MarketView**



- **Drive** growth and revenue
- **Maintain** regulatory compliance
- **Stay ahead** of bad actors and illicit sellers
- **Build trust and confidence** in your brand



# AGENDA THURSDAY 16 MAY

**2:05 PM - 2:35 PM**

*Zurich Room*

**Going Global: Strategies and Pitfalls to Avoid When Growing Internationally** | Yana Komsitsky, Senior Counsel, Seyfarth Shaw LLP

This session will focus on risks and considerations as your platform expands globally, including things to think about when choosing your countries if you're looking for talent instead of deliberately going into a market. You'll learn which countries are "harder" and why, along with strategies for getting "boots on the ground." You'll also get the pros and cons of contractors and third party employers/PEOs vs employing directly.

**2:05 PM - 2:35 PM**

*LegitScript Room*

**Platform AI Integrations: Navigating Uncharted Legal Risks** | Julia Breyer, Deputy General Counsel, Instawork; Mary E. Hershewe, Associate, Faegre Drinker; and Stephen Fusco, Senior Director of Legal Affairs and Data Privacy, HopSkipDrive

AI promises greater personalized and relevant recommendations, less friction associated with transactions, and new innovations regarding intelligent, fun and engaging customer experiences for shoppers. There are risks, including the potential for inefficient investment, an erosion of trust, heightened safety risks and imbalances in information that create instability in the ecosystem. Success will depend on managing the allocation of tasks roles and responsibilities within the marketplace ecosystem. The platform orchestrator, sellers, buyers, and third-party AI providers must find the right pathway to optimize marketplace deployment.

**2:05 PM - 2:35 PM**

*Plaid Room*

**Driving Toward Safety: Learn How Uber and CMT are Each Leveraging Technology to Save Lives** | Abhi Butchibabu, VP, Product Management, Cambridge Mobile Telematics; and Nadia Moosvi, Lead Product Manager, Uber

Over 40,000 people are killed on U.S. roads every year. Tackling this crisis on our nation's roadways requires a broad coalition of government, advocates, and the private sector. Learn how companies like Uber and Cambridge Mobile Telematics are leveraging their scale and technology to help drivers be safer and enhance road safety for all. Key takeaways: - Proactive and reactive technology interventions to help improve safety. - The role of mapping and routing in road safety. - How companies are prioritizing the safety of those inside and outside of the vehicles. - Protecting drivers with technologies to identify crashes and respond quickly.

**2:05 PM - 2:35 PM**

*Incognia Room*

**Incident Response Best Practices** | Kristin Kupiec, Associate Manager, Community Response, DoorDash; Patrick Merkel, Senior Counsel, Outdoorsy; and Robin Murphy, Manager, Risk Operations, Meta

Discover essential strategies for creating your team's incident response plan in our presentation, "Incident Response Best Practices," where industry leaders will guide you through the process of identifying, mitigating, and communicating incidents effectively across teams/orgs. Gain insights on critical steps including defining and categorizing an incident, documenting roles and responsibilities, recovery and lessons learned. Walk away with the tools and knowledge necessary to develop a comprehensive plan for your team today.

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

*Vista Gallery*

**Mix & Mingle**

Mix and mingle with fellow attendees following what was surely a long day of amazing speakers delivering world-class content. We know it can be a bit much! So, this is your chance to decompress before heading off to various dinners throughout the city. But, don't forget to grab the contact information from your new friends!

A woman with dark hair, wearing a patterned dress and a blue lanyard, is smiling and clapping her hands. She is standing in front of a blurred audience. The background is a dark, out-of-focus room.

# **S**PEAKER BIOGRAPHIES

# SPEAKER BIOGRAPHIES

## Gary Adamson, Pricing Actuary, Apollo Ibott

Gary is a Pricing Actuary who has worked in the London Market for over 7 years, his experience spans across actuarial consultancy, reinsurance broking, and syndicate pricing. He joined the Apollo Ibott team in February 2022 where he supports in the pricing of data driven Insurance solutions for the digital economy.

A Fellow of the Institute and Faculty of Actuaries (IFOA), Gary holds a first-class Master's degree in Mathematics from the University of Warwick.

## Francesca Amato, Trust and Safety Representative, Sittercity

Francesca is a Trust and Safety Representative at Sittercity. She has been with the company and within the Trust and Safety space for two and a half years. Before entering the world of Trust and Safety, Francesca worked at an intensive therapy clinic for preschool and kindergarten aged children that focused on providing family-centered services, such as OT, PT, and SLP. This passion for helping families translated perfectly with Sittercity's mission in making child care work. In her role she focuses on areas of content moderation, identity verification, fraud prevention, and incident processing.

## Aaron Ammar, Co-Founder & CEO, Brightside

Aaron Ammar, a seasoned entrepreneur and 4-time founder, operates at the convergence of technology, SaaS, AI, and insurance. He serves as the Co-Founder and CEO of Brightside, a cutting-edge AI/SaaS solution aimed at revolutionizing and streamlining business insurance. In addition to his role at Brightside, Aaron co-founded Roamly, a notable insurtech focused on RV insurance, and assumed the position of Chief Insurance Officer for both Roamly and Outdoorsy, recognized as the world's largest outdoor marketplace. Among his notable achievements, Aaron is recognized as one of the Founding Partners of Y-Risk, a company specializing in innovative insurance solutions for marketplaces. Y-Risk successfully garnered attention and was ultimately acquired by The Hartford, a Fortune 200 company. Prior to his entrepreneurial endeavors, Aaron contributed his expertise to XL Catlin and Travelers, showcasing a well-rounded professional background in the insurance industry.

## Wale Ayantoye, Vice President, Risk Management, Flutterwave Inc

Wale Ayantoye is a seasoned professional with over a decade of experience specializing in financial crimes, regulatory compliance and risk management, dedicated to safeguarding organizations against financial misconduct and financial risk exposures. In his role as former Director of Financial Crime Operations at Etsy Inc, Wale led a team of experts focused on anti-money laundering, sanctions, seller verification, compliance investigation, and regulatory license application within the Trust & Safety organization. Currently, he is the Vice President of Enterprise Risk Management at Flutterwave.

## Jessica Ballard, VP, Risk/Claims/Support, Outdoorsy / Roamly

Jessica is the VP of Risk, Claims, and Support at Outdoorsy, a peer-to-peer RV Marketplace. With a career primarily in insurance, she has spent the past 9 years focused on marketplace and insurtech environments. Jessica finds working in the marketplace rewarding, as it offers people alternative income opportunities and fosters entrepreneurship. Outside of work, she cherishes family travel experiences and creating lasting memories

## Mark Batchelor, CTO and Co-Founder, Verosint

As the CTO and co-founder of Verosint, Mark leads with a contagious passion for cybersecurity and team building. Before coming to Verosint, Mark served as the VP of Business Development at Chainalysis enabling partners and building strategic alliances for the company. Prior to Chainalysis, he served on the executive team at Ping Identity as the Chief Solution Architect for the global sales engineering team and leading the Innovation Lab initiatives.

## Ramsin Betyousef, Snr. Director of Engineering, Identity, Trust and Safety & Insurance, Uber

Ramsin Betyousef leads the Identity, Risk and Safety & Insurance engineering organizations at Uber.

## Sam Boro, Partner, Perkins Coie

Sam Boro is an experienced payments and fintech lawyer, advising clients on payment services, regulatory compliance, and user interface design. He negotiates agreements and partnerships, provides regulatory guidance, and drafts company policies and consumer-facing agreements. He has extensive experience in co-branded and private-label credit card agreements, money transmission regulatory strategies, and consumer lending obligations for installment products. Sam has also helped clients launch debit card products and payment processing agreements.

## Julia Breyer, Deputy General Counsel, Instawork

As Deputy General Counsel of Instawork, the leading flexible work platform for hourly workers, Julia balances hypergrowth business objectives with practical risk mitigation, providing policy and regulatory counsel at all stages of the product lifecycle; managing litigation, from high-level strategy to trust & safety incident response; overseeing commercial contracts; and wearing a variety of other legal hats. Before Instawork, Julia worked for a fintech company and a delivery marketplace platform, and represented tech companies and C-suite execs in high-stakes civil and criminal litigation, enforcement actions, and internal investigations.



# SPEAKER BIOGRAPHIES

## Erin Brusseau, Director of Content Moderation, Wish.com

Erin comes to the table with 20 years of online operational experience, focusing on the compliance, content moderation, and trust & safety space. She's passionate about building programs that focus on efficiency and structure, while taking an active role in protecting consumers and merchants alike. In her free time, Erin enjoys riding her bike, seeing live music, and sharing Dad jokes with her son. Erin currently lives in Los Angeles, CA with her family and two freeloading cats, but expects to make a return to her midwest roots this year.

## Justin Bullock, VP of Sales, Envoy

Justin Bullock is a builder at heart—be it assembling 1,000+ piece LEGO sets with his children or scaling SaaS sales teams. Justin has spent his career growing teams and revenue at B2B companies and is currently Envoy's VP of Sales. Justin is a family man with a passion for music. Fun fact: the first concert he ever went to was Eric Clapton September of '98.

## Abhi Butchibabu, VP, Product Management, Cambridge Mobile Telematics

Abhi Butchibabu is a VP of Product Management at Cambridge Mobile Telematics where the mission is to make the world's roads and drivers safer. She leads the product strategy, design and development for a suite of products in the gig economy and commercial insurance markets. Prior to joining CMT, Abhi has spent the last decade and a half building products leveraging machine learning and AI to improve human behaviors in healthcare, e-commerce and air transportation. Abhi holds a PhD from MIT in Aeronautics and Astronautics.

## Dave Byrne, Founder, TrustRaise

Expert in navigating the landscape of digital safety and advertising integrity; previously leading Brand Safety & Platform Integrity teams at Spotify, TikTok and Google. Deeply committed to creating an ethical and responsible digital ecosystem that prioritizes user needs, and improves industry standards. Passionate about building partnerships with key industry associations and advertising partners; while mitigating risk, and crafting compelling narratives that showcase the power of advertising. Thrives working cross-functionally with external partners & stakeholders, along with internal teams.

## Valerie Byrne, Director - Commercial Legal, DoorDash

Val has been on the legal team at DoorDash for 5 years, managing a high performing group of attorneys that handles negotiations with enterprise restaurants, grocers, and retailers, as well as strategic service providers. In her tenure at DoorDash, she has driven the design of efficient processes and playbooks, all centered around the idea of legal being a business enabler, versus a business inhibitor. Prior to joining DoorDash, Val worked for IBM, Target, and data science powerhouse Civis Analytics. Val graduated from the University of Wisconsin in 2006 with a major in journalism and strategic communication, and the University of Chicago Law

## Jacob Canter, Counsel, Crowell & Moring LLP

Jacob Canter helps technology companies and companies that rely on technology succeed. His litigation and counseling practice focuses on IP, competition, privacy, and cybersecurity. He helps companies comply with CDA 230 and advises clients on the changing landscape of content moderation law. Jacob has also handled litigation at the intersection of the DMCA and CDA 230, and has published in the IP Litigator on this topic.

## Duncan Carey, Business Development - Trust & Safety, Identity, Uber

Partnerships and business development professional with a specialization in the screenings/background checks, identity verification and onboarding funnel optimization.

## Scott Carlson, Partner, Seyfarth Shaw LLP

Scott is a cybersecurity expert providing counsel to board members, audit committees, C-suite executives, and more. He excels in incident response, coordinating efforts across IT, cyber security firms, management, and PR during security breaches. Scott navigates clients through cyber laws, data breach notifications, compliance, incident handling, and strategies for tackling ransomware and other cyber threats. He is the founder and chairs Seyfarth's eDiscovery and Information Governance practice back in 2004 and also co-chairs the firm's Global Privacy and Security Team.

## Michelle Chang, Head of Search Policy, Trust & Safety, Google

For two decades, Michelle has been a leader in the technology policy space - working across industry, non-governmental organizations, non-profits, and consulting. In her current position at Google, Michelle leads a global team of policy advisors responsible for crafting Google Search's content moderation policies - ranging from AI safety to hate speech to misinformation. Prior to Google, Michelle worked at a non-profit leading technology programs across developing Asia; produced and reported on global affairs; and led human capital transformation technology consulting projects. She holds a BS from Cornell and an MPP from UC Berkeley.

## Kevin Clark, Fraud Manager, Pinterest

Seasoned fraud professional with over a decade of experience in the industry.

# SPEAKER BIOGRAPHIES

## Ally Coll, Founder, The Purple Method

Ally is the Founder of the Purple Method, where she oversees the team's efforts to create a world in which employees around the globe can come to work every day knowing that they are safe and valued. She is also a Visiting Professor at the City University of New York School of Law, where she teaches courses on regulatory law and federal court litigation. A graduate of Harvard Law School, Coll was previously a litigator in private practice in Washington D.C. where she also spent time on Capitol Hill as an aide in both the U.S. House and Senate.

## Gustavo Cruz, Senior Group Product Manager in Fraud Prevention, iFood

Gustavo Cruz, a seasoned professional, specializes in fraud prevention and has a distinguished career in financial risk across the banking, financial, and insurance sectors. As Senior Group Product Manager at iFood, he excels in risk management consulting. With a strong track record at companies like Elo and Livelo Brasil, he led the Professional Services team at SAS in Latin America and served as an independent consultant for renowned companies. Cruz holds a bachelor's degree in Computer Engineering, a postgraduate degree in Data Analysis, and certifications in Scrum Master and Cloud Fundamentals.

## Josh Cutler, CTO, Yardstik

Josh Cutler is the CTO at Yardstik where he leads the product and engineering teams. Previously he served as a UHG Technology Fellow and the Chief Data Scientist at UnitedHealthcare where he was responsible for defining, evangelizing and transforming the use of Artificial Intelligence in the UHC businesses. Prior to that he was a Senior Distinguished Engineer in the Advanced Technology Collaborative at Optum, focused on Voice and Conversational AI. He began his career commercializing research at Microsoft Live Labs and served in leadership roles at multiple data-focused startups. Josh lives in South Minneapolis with his wife and 2 kids.

## Nadia Daley-Blake, Lead Counsel, Outschool

Nadia is Lead Counsel at Outschool, an online EdTech marketplace platform. She oversees its commercial and privacy program operations ensuring efficiency, scalability, and regulatory compliance in today's evolving business dynamics. In her spare time, Nadia is an Adjunct Assistant Professor, further demonstrating a commitment to education and sharing knowledge.

## Ben Davey, VP of Product and Co-Founder, Darwinium

Ben is a passionate fraud fighter and has invested his career building the kind of solutions that make a genuine difference to the world of fraud and cybersecurity. He's always looking for the loopholes that adversaries exploit, tirelessly seeking out innovations of the future to create products that businesses want to use. It was exactly this drive to find a better way of doing things that led Ben to co-found Darwinium. He wanted to create a company that could get ahead of what the fraudsters were doing, and had the resilience to adapt to meet evolving threats.

## Travis Dawson, Sr. Director of Product Management, Stock X

A highly skilled technical product manager with over 15 years of experience in senior leadership roles. I have expertise in payments, fraud, legal, and compliance matters, and I am analytical and customer-centric. I excel at leading product teams from conception to delivery and growth for global companies. With an M.B.A./BS in Finance and Management, I am well-equipped to take on any challenge that comes my way.

## Kristine Demareski, Global Head of Payment Services, Genpact

As the Global Practice Leader for Genpact's Digital Payments Business, Kristine is responsible for consulting and large-scale transformation initiatives for merchant and digital platform providers, payment companies and banks in customer experience, fraud, risk, financial crimes and trust & safety. With over 20+ years in payments, Kristine is ex-Mastercard where she led product strategy and development including launching Mastercard's Real-Time Payments service. Kristine's extensive career includes running Payments and Fraud Analytics at Radial, an ecommerce provider, and as Head of Product for Conduent's Payments Solutions.

## Chad Dennis, Manager, Global Safety Strategy and Operations, DoorDash

Chad is passionate about designing products, processes, and policies that keep global marketplace platforms safe and operationally sound. At DoorDash he is responsible for safety products like real-time intervention, misconduct detection, and critical crisis monitoring and response. He has previously worked with marketplaces Gopuff, Lime, and Instacart, in addition to founding his own social media sharing startup, AddMe.

## Jay Deuskar, Co-founder & CTO, PrizePicks

Jay Deuskar is Co-founder and CTO of PrizePicks. Jay is an Atlanta native who's been involved in the startup scene for over a decade and has 6+ years in the fantasy gaming space. Previously, Jay operated startups in the consumer finance space, most notably Capp.io, which ended in an exit. Jay is an alumni of Georgia Tech.



# SPEAKER BIOGRAPHIES

## Pamela Devata, Partner, Seyfarth Shaw LLP

Employers and background screening companies (consumer reporting agencies) look to Pam for guidance based on her deep knowledge and experience practicing in this area for nearly 20 years. She leads Seyfarth's nationwide Background Screening Compliance and Litigation Defense team, which currently has approximately 40 members nationwide. Pam has a wide range of experience in this area of law and has handled hundreds of class action lawsuits and numerous single-plaintiff cases. Pam is recognized nationwide for her vast knowledge on all things related to background checks and represents more than 200 background screening companies of all sizes.

## John Devenyns, Solution Consultant, Feedzai

In the realm of cutting-edge tech, John Devenyns is your go-to solutions consultant. From Fortune 500 titans to agile startups, John specializes in guiding companies through the adoption and integration of cloud and AI technologies, with a focus on cybersecurity and financial crime prevention. John combines his experiences across Solutions Engineering and Customer Success to help clients navigate the digital landscape and create top-tier financial crime prevention strategies. Rooted in Colorado, John finds solace in the outdoors and thrives on the tranquility of fly fishing.

## Chris Downie, CEO, Pasabi

Chris is CEO and co-founder of Pasabi. With a strong interest and extensive experience in AI and behavioural analytics, Chris leads the team in the application of Pasabi's fraud detection technology to help marketplaces and platforms tackle online threats, building trusted & safe experiences for their customers.

## Sophie Duba, Global Director of Marketplace Policy, Etsy

Sophie Duba is a Trust & Safety Policy leader with a background spanning tech, non-profit, and government sectors. Over the past decade, she has authored pioneering policies to address issues such as extremism, hate speech, harassment, and child and women's safety, and developed the framework that Airbnb employs to scale policy for millions of users globally. Today, she leads the Global Marketplace Policy Team at Etsy, where she never ceases to be amazed by the creative things people do with human teeth.

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**UNIQUE RISK SIGNALS  
AND THEIR APPLICATION TO  
DIGITAL MARKETPLACES**

**WEDNESDAY, MAY 15 AT 2:45 P.M. IN THE INCOGNIA ROOM**

CONNECT WITH OUR ON-SITE TEAM TO DISCUSS YOUR MARKETPLACE'S STRATEGY ON:  
FRAUD DETECTION | IDENTITY VERIFICATION | DIGITAL ONBOARDING | ACCOUNT TAKEOVER PREVENTION |  
TRANSACTION FRAUD | RISK ASSESSMENT | TRUST AND SAFETY

**JOSÉ R. PALLARES**  
SENIOR DIRECTOR, DECISION ANALYTICS  
STRATEGY AND INNOVATION, EXPERIAN

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# SPEAKER BIOGRAPHIES

## Michael Dworsky, Co-Founder & CEO, Cove

Michael Dworsky is the Co-Founder & CEO of Cove, a modern, AI-powered Trust & Safety tool that keeps platforms with user-generated and AI-generated content safe. Previously, he worked as a senior software engineer on Meta's Trust & Safety teams for three years, building AI models and other interventions to combat election interference, vaccine misinformation, harassment, violence and hate speech. Prior to Meta, Michael studied AI & Applied Math at Stanford.

## Casey Ellis, Founder & Chief Strategy Officer, Bugcrowd

Casey is the Founder and Chief Strategy Officer of Bugcrowd. He is a 20+ year veteran of information security, servicing clients ranging from startups to multinational corporations as a pentester, security and risk consultant, and solutions architect, then most recently as a career entrepreneur. Casey pioneered the Crowdsourced Security as a Service model launching the first bug bounty programs on the Bugcrowd platform in 2012 and co-founded the disclose.io vulnerability disclosure standardization project in 2014.

## Deniz Ertan, Senior Director of Risk, eBay

Deniz is a seasoned leader driving business success through advanced analytics and risk management strategies. Currently serving as Senior Director of Buyer Risk at eBay, she oversees risk management across the entire buyer journey, from registration to transaction, with a focus on enhancing payments risk management and mitigating losses. She excels in establishing technology driven platforms and leading high performing teams. Her expertise spans from online lending start-ups to global consulting firms, where she consistently identifies emerging risks, develops data driven strategies, and drives profitability.

## Garient Evans, SVP of Product, Enformion

Garient Evans is currently building products at Enformion as the SVP of B2B Solutions. Previous leadership roles include time with Trulioo, Socure, and ID Analytics. His fifteen years as a product and client leader in the identity space have included managing teams across the world, building world-class machine learning solutions and serving as an expert thought leader on innovations and compliance. Garient is a graduate of Duke University's MBA program and the University of San Diego's undergraduate program. He is bilingual in English and Spanish.



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# SPEAKER BIOGRAPHIES

## Peter Evans, Chief Strategy Officer, McFadyen Digital

Peter has over a decade of experience in platform and marketplace strategy. He currently leads the strategy practice at McFadyen Digital. He co-chairs the MIT Platform Strategy Summit and the TheNTWK Summit in Barcelona, Spain. He also teaches a course on platform strategy and digital transformation at Caltech. He has served on the board of the National Association of Business Economists.

## André Ferraz, CEO and Co-Founder, Incognia

André Ferraz is the Co-Founder and CEO of Incognia, the innovator in location identity solutions that deliver cutting-edge user verification and account security across the digital journey. As a seasoned entrepreneur and technologist, Ferraz has co-developed one of the most precise location technologies in the world. He started his first company at University in Brazil, and before Incognia, Ferraz founded In Loco, an ad tech business acquired in 2020. Ferraz and his team have spent over a decade perfecting the location technology that has been recognized by ACM, IEEE, and Microsoft Research for its unmatched performance and precision.

## Stephen Fusco, Senior Director of Legal Affairs and Data Privacy, HopSkipDrive

Dr. Stephen Fusco brings over twenty years of policy, law, and education experience to his work. Stephen graduated from Emory University with a BA and JD and a PhD from the University of Denver. Stephen was general counsel and chief compliance officer for LabMD, Deputy General Counsel for Denver Public Schools, and VP of Policy for A+ Colorado.

## Nathan Garnett, General Counsel, OfferUp

Nathan has both law firm and in-house experience supporting technology companies, including experience with corporate and securities law, mergers and acquisitions, commercial agreements, intellectual property, and licensing. He is also experienced in government affairs, advertising law, regulatory compliance, litigation, and in-house employment issues.

## Jack Gashi, Director of Enterprise, CHEQ

Jack leads CHEQ's North America Enterprise team. With 12 years experience in tech, his passion for problem solving and technology enables him to translate complex business needs into solutions that support the strategic goals of our customers.

## Daniel Gerow, GM, GigSafe

Daniel has a background in operations, growth, and marketing. Currently, he is serving as GM at GigSafe, leading compliance and insurance strategy.

## Sarah Godlewski, Trust and Safety Policy Manager, Upwork

Sarah is a Senior Trust and Safety Policy Manager at Upwork. She has 7 years of experience in Trust and Safety: starting in investigations and enforcement then moving to process improvement and policy writing and operationalization. Sarah has spent her entire career in online marketplaces: prior to Upwork, she worked in Trust and Safety at Airbnb with a focus on personal safety incidents and policies.

## Bart Goethals, Senior Solutions Engineer, Telesign

Bart Goethals has over two decades of experience in the telecommunications industry working on solutions for both the domestic and international market. His major focus has been on digitalization with a shift to digital identity and risk solutions. Bart does all of his work with three values in mind: deliver value to customers, give them the white glove treatment, and grow the business.

## Amanda Goharian, Senior Research Manager, Thorn

Amanda Goharian serves as Thorn's Senior Research Manager where she manages Thorn's human-centered research portfolio covering the intersection of technology and online child sexual abuse with an exclusive focus on child safety and digital resilience. Prior to Thorn, Amanda worked as a technology research consultant for the United States federal government.

## Kevin Gosschalk, Founder & CEO, Arkose Labs

Kevin Gosschalk is the visionary founder and CEO of Arkose Labs. Since launching the cybersecurity company in 2016, he has been at the forefront of developing consumer account security and bot management solutions that provide enterprises immediate and long-term protection against attacks. The company's unique approach increases adversaries' attack costs, reduces their ROI, and causes them to give up or move on. Microsoft, OpenAI, and Roblox are among Arkose Labs' clients.

## David Graunke, CEO, SafetyKit

David led engineering for risk reviews at Stripe for fraud, credit, content moderation, and financial crimes. He built the policy and workflow engine that scaled Stripe from internal reviewers to thousands of outsourced vendor agents.

## Heather Grunkemeier, Founder, Twinkle

With over a decade in product management, including roles in Singapore and London, I found my passion in 2017: making tech products safer and inspiring others to do the same. I spent 3 years spearheading a multi-year Trust and Safety strategy and overall program for Rover, and then decided to venture off as an independent consultant. I'm exceptionally strong at creating mental models needed to drive stakeholder alignment via data-driven narratives + storytelling skills. I'm known for my ability to execute on large, cross-functional initiatives, by chunking them into bit-sized tactics that can be quickly delivered, which energizes the teams.



# SPEAKER BIOGRAPHIES

**Sev Guardado, (Formerly) Facebook and Pinterest, Director of Trust and Safety and Industry Lead**

A seasoned leader in Trust & Safety, with a background in operations, investigations, compliance, and analytics. For over a decade, Sev has navigated through a wide range of experiences and as a former Director of Trust & Safety at Pinterest. His leadership extended across content moderation, intellectual property, law enforcement response, and privacy. Prior to his role at Pinterest, Sev held several positions at Facebook, where he helped scale the Trust & Safety function & was also the co-chair of the Trust & Safety Standing Committee at the Digital Trust & Safety Partnership.

**Domingo Guerra, EVP Trust, Incode**

Domingo Guerra is the Executive Vice President (EVP) of Trust at Incode a leading provider of world-class identity verification solutions, where he oversees and manages the trust and credibility of Incode's portfolio of biometric solutions. With a strong background in cybersecurity, data privacy and entrepreneurship, Domingo has a strong record of accomplishment with key executive positions at Symantec, (acquired by Domingo's firm Appthority in 2018), Board Member at Kriptos, Angel Investor for Hackmetrix and Advisor to SafeRoom. Domingo holds a Master's Degree in Mechanical Engineering at Stanford and an MBA at Santa Clara University.

**Abhi Gupta, Head of Product, Square/Cashapp**

Experienced professional with more than 25 years of experience in growing companies and taking products from launch to profitability. A strong metric driven product focus and creative mindset. Extensive experience in building, managing and scaling global cross functional product teams in matrix organizations.

**Ross Gutierrez, Head of Enterprise Sales, Stream**

Ross Gutierrez is the Head of Enterprise Sales at Stream. He is a seasoned leader with over 15 years of sales experience. With a deep understanding of enterprise needs, Ross specializes in building strategic partnerships and delivering innovative solutions.

**Sasha Haco, Co-Founder, Unitary**

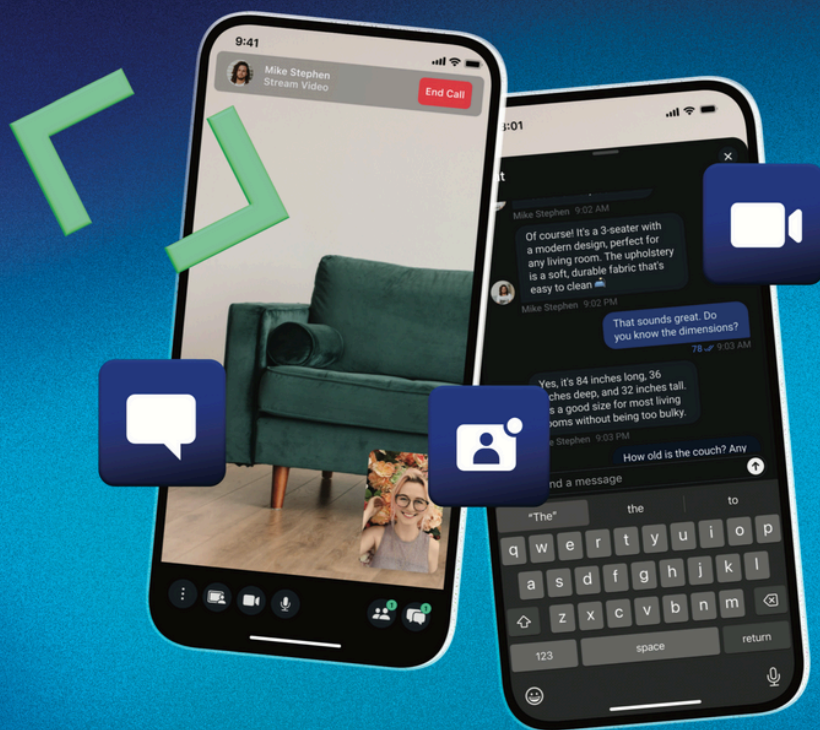
Sasha is the founder and CEO of Unitary, a startup developing AI technology that can understand nuanced online content and help make moderation decisions.

**Kory Hancock, SVP, Operations, IntouchCX**

With more than two decades of broad-ranging experience in contact center operations, risk and fraud management, key account management, and sales operations across diverse industry settings including captive finance, telecommunications, healthcare, eCommerce, hospitality, advertising, and recruiting, Kory has worked with companies all over the world to mitigate risk and deliver consistent, secure CX experiences.

## Stream Helps Developers Build Engaging Apps That Scale To Millions.

With performant and flexible Chat, Video, Voice, Feeds, and Moderation APIs and SDKs powered by a global edge network and enterprise-grade infrastructure.





# SPEAKER BIOGRAPHIES

## Camilla Hegarty, SVP Practice Lead and Business Development, Teleperformance

As a highly experienced industry expert with over 25 years of expertise in service delivery, project management, and BPO program director roles for top-tier companies. Camilla built extensive knowledge in implementing T&S solutions for leading online platforms including policy development, insights management, and AI automation. With more than a decade of experience in T&S she is now SVP Practice & Business Development lead working for TP with current and new clients. She has led large-scale global operations, implementing innovative solutions for T&S, including brand growth, social media management & CX.

## Mary Hershewe, Senior Associate, Faegre Drinker Biddle & Reath LLP

Mary focuses on complex product liability, mass tort, and commercial litigation matters. She has a wealth of experience navigating technology, consumer products, and medical device litigations, including many multidistrict cases. Mary counsels technology companies in suits involving Section 230, the First Amendment, and other acts and rules that apply to online services. Mary is well-versed in the emerging challenges facing online companies and AI developers, and she has extensive experience defending clients in individual, mass tort, and coordinated proceedings in both state and federal court.

## Matthew Hertz, CEO, Elephant

Matthew Hertz is the visionary Founder and CEO of Pipl and elephant, a company dedicated to fostering identity trust in the digital realm. With a passion for transparency and integrity, Matt leads elephant's mission to create a safer online environment where real identities are valued and trusted. As a thought leader, Matt emphasizes the importance of building trust through honesty, risk-taking, and inclusiveness. Join us at the conference to hear Matt share insights on identity, trust, and the future of online security.

## Chris Horne, Director of Trust and Safety Investigations and Intelligence, Upwork Inc

Chris leads a number of Trust and Safety Teams, tackling both on and off-platform abuse of the Upwork Marketplace. Chris has nearly 30 years in public and Private sector Investigations, across multiple areas of risk, and takes a practical data-driven, and experienced approach to reducing threats

## Jason Howard, CEO, Caf

Jason Howard is the CEO of CAF and a longtime identity industry executive. Prior to CAF, Jason served in the leadership team at Ethoca, the world's first collaborative fraud prevention network, which was acquired by Mastercard, where he was responsible for driving global revenue growth and customer success.

## Chelsea Hower, Director of Trust and Safety, Sittercity

Chelsea Hower has accumulated 7 1/2 years of experience in the digital Trust and Safety space. Before venturing into this field, she held diverse roles as a nanny, veterinarian assistant, and briefly worked in law enforcement. With an educational background in Criminal Justice, Chelsea found her ideal niche in the digital Trust and Safety sector, where she could seamlessly merge her passion for assisting and safeguarding vulnerable populations. Chelsea excels in crafting Trust and Safety teams, establishing processes, and formulating policies, with a focus on the care industry. Her expertise extends to areas such as fraud prevention, content moderation, compliance, and risk management.

## Caroline Humer, Co-Founder, Trust & Safety Forum

Caroline is the co-founder of the Trust & Safety Forum which takes place annually in France. She has spent her career in protecting children from online sexual exploitation and going missing. She also co-host the Missing Persons Uncovered Podcast.

## Alice Hunsberger, VP, Trust & Safety and Content Moderation, PartnerHero

Alice Hunsberger is VP of Trust & Safety and Content Moderation at PartnerHero. She was previously VP of CX at Grindr, overseeing T&S, policy, and customer support. She also led CX at OkCupid. Alice founded the Trust in Tech podcast with the Integrity Institute, and writes the T&S Insider newsletter with Everything in Moderation.

## Vaishnavi J, Independent T&S Consultant (formerly Meta, Twitter, Google)

Vaishnavi is the founder and principal of VYS, a policy consultancy at the intersection of online safety, youth well-being, and policy development. She is an expert in online child safety and privacy, age-appropriate design, policy development, and product guidance. Prior to VYS, Vaishnavi was the head of youth policy at Meta and previously led Twitter's video and Asia-Pacific safety teams. She also served as Google's child safety and privacy lead in the Asia-Pacific. Vaishnavi now advises companies, civil society groups, and policymakers, offering timely counsel on their trust & safety challenges.

## Riya Jagetia, AI/ ML Product Lead, Unit21

Riya Jagetia is a product leader at Unit21 where she leads the AI/ML and Detection Modeling teams. With an engineering background and a keen strategic vision, she has excelled in marrying technical prowess with product management. Her tenure at The D.E. Shaw Group and Cognite AS—where she contributed to a unicorn-status enterprise SaaS—demonstrates her ability to drive significant product achievements. An MIT alumna, Riya is a cross-functional leader who champions user-centric and data-driven approaches to innovate and grow in the dynamic space of risk and compliance.

## Luca Jarone, Marketplace Solutions Consultant, LegitScript

Luca began his risk and compliance career in 2015 as the Portuguese Analyst at LegitScript. Today, as Marketplace Solutions Consultant, he strategizes with marketplaces, ad platforms, and social networks on the best ways to tackle dangerous content and reduce risk for the long term. His other interests include playing tennis, reading, and petting all of the dogs.

# SPEAKER BIOGRAPHIES

## Garrett Johnston, Senior Vice President - Sharing Economy, Digital Assets, Financial Services, Newfront

Garrett has over 25 years in the industry specializing in sharing economy clients at Newfront. Prior to Newfront, he was Senior Vice President and the senior-most global account executive within Aon's Digital Economy Practice. He has a passion for finding new ways to solve strategic problems for clients, both from a risk transfer perspective as well as alternative risk program perspective. He also is heavily involved in the intersection of data science, AI and LLM... particularly how those tools wrap around traditional risk transfer and trust & safety narratives.

## Sidra Khan, Senior Lead, Risk, Taskrabbitt

Sidra is a seasoned Trust & Safety professional with more than 6 years of experience in the marketplace industry. Her expertise lies in enabling marketplace growth by incorporating Risk and Trust components into the user experience, policies, and technology. At Taskrabbitt, she drives the strategy for user identity, identity verification, screenings, and localised Know Your Customer (KYC) requirements.

## Christie Kim, COO, Persona

Christie Kim is the COO of Persona. In her role, Christie oversees Persona's business and operations functions, including sales, marketing, customer success, and operations. Previously, Christie was at LinkedIn where she was the head of business development for LinkedIn Learning Solutions.

## Assaf Kipnis, Sr. Scams Specialist, Google

Assaf is an accomplished professional in the Trust & Safety field, specializing in financially motivated abuse investigations, scaled enforcement, security programs, and silo breaking. With a deep understanding of the adversarial mindset, he excels in building trust and safety teams and processes, and implementing mechanisms to ensure user protection and brand integrity. With a wealth of experience in investigating financially motivated crime at LinkedIn, Facebook and Google, Assaf brings invaluable expertise to help organizations navigate the complex landscape of trust & safety.

## Barnett Klane, VP of Product, Trolley

Barnett is VP of Product at Trolley where he oversees Product Management and Data. Over the past 3 years, Barnett has helped Trolley evolve to a modular platform helping global marketplaces improve their payout operations. From musicians to hackers, Trolley helps marketplaces in every sector payout to the internet economy while meeting their regulatory, tax, user experience and efficiency goals.

## YARDSTIK

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Yardstik is a background screening platform designed to help you run fewer background checks. Our mix of screening, fraud, and compliance products helps marketplaces vet candidates and accelerate their business.

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# SPEAKER BIOGRAPHIES

## Yana Komsitsky, Senior Counsel, Seyfarth Shaw LLP

Yana helps companies growing or nurturing their international presence navigate workforce issues, whether in one country or 100. For well over a decade, start ups and Fortune 500 companies alike have looked to Yana for practical, business driven strategies for tackling the nuances of local laws and cultural expectations on a global scale. She develops holistic solutions for balancing global human capital, data privacy, and compliance needs with jurisdiction and region specific legal and cultural requirements.

## Vasileios Konteas, Head of Due Diligence & KYC, Delivery Hero

Head of Due Dilligence & KYB/KYC Compliance @ DHPay. Passionate about Risk and Compliance, focused in transforming the e-commerce landscape while maintaining the highest standards of due diligence and trust. Studied Criminology with an M.Sc. in Global Crime, Justice and Security at the University of Edinburgh

## Veronica Kramer, Director of Product and Operations for Seller Onboarding, Risk and Compliance, Wish

Veronica Kramer is the Director of Product and operations for Seller Onboarding, Risk and Compliance at Wish. Kramer is an experienced product and ecommerce leader with deep knowledge of the ecommerce experience having previously worked for 20 years at eBay in various technology roles spanning risk, trust, identity and anti-money laundering (AML) compliance domains.

## Aleksey Kravtsov, Senior Information Security Engineer, Warby Parker

Throughout his career, Aleksey Kravtsov has spearheaded initiatives to protect online marketplaces from fraudulent activities, leveraging his expertise in threat intelligence, data analysis, and fraud detection techniques. He has successfully implemented robust security measures to detect and prevent fraudulent behaviors, safeguarding both consumers and businesses alike.

## Kristin Kupiec, Associate Manager, Community Response, DoorDash

As an Associate Manager, she oversees BPO safety teams, and serves as the point person for critical and high-sensitivity incidents within her line of business, earning her the moniker "Law Enforcement Wizard." One of Kristin's defining qualities is her innate ability to excel in crisis and critical response scenarios. She leads her team with unwavering empathy, making her not just a manager but a mentor who fosters a culture of compassion and resilience. With her unique blend of call center and corporate management experience, Kristin Kupiec is passionate about what teams can achieve in the world of Trust & Safety.

## Kristina Launey, Labor and Employment Litigation and Counseling Partner, Seyfarth Shaw LLP

Kristina provides clients collaborative, strategic, effective employment and disability access solutions and litigation defense, which minimize risk and keep in mind the business goals and realities. Civil rights and nondiscrimination laws, especially those protecting individuals with disabilities, are often complex and individualized in their application. This poses compliance and litigation defense challenges for businesses. To navigate sticky disability discrimination compliance matters, employers and public accommodations turn to Kristina for practical, efficient, and effective compliance solutions and litigation strategy.

## Iker Lazlo, Manager of Trust & Safety, Outdoorsy

Iker brings extensive expertise in fraud prevention across diverse industries to his role as the manager of Trust and Safety at Outdoorsy, the #1 most trusted RV rental marketplace in the world. He oversees multiple teams dedicated to risk mitigation and ensuring the marketplace maintains its reputation as secure and trustworthy. His expertise consists of implementing fraud prevention measures, developing and enforcing safety policies, conducting investigations, collaborating with law enforcement agencies, and working cross-functionally with claims, legal, product, and customer service to reduce the company's exposure to fraud.

## Tracey Lazos, Sr. Director, Gig Economy Strategy, TransUnion

Tracey Lazos is Senior Director of TransUnion's gig economy and technology business where she develops industry growth strategies, partnerships and new product development. In this role, she helps companies understand, reach and protect consumers. Prior to her current position, Lazos led strategic initiatives for the consumer lending and auto lines of business. She has a software development background and previously held leadership positions in global quality engineering. Lazos received her bachelor's degree from Emory University.

## Jerry Lee, Global Head of Risk Legal, Stripe

Jerry is an experienced legal leader at Stripe, who currently leads a global team of product lawyers for Stripe's payments risk products and related infrastructure. In her role, Jerry routinely advises executives on risk management practices that build trust between Stripe and its financial partners and regulators, and the changing regulatory landscape of payments and money transmission. Jerry also counsels on high-risk user segments and novel funds flows, helping Stripe expand into new markets. Before joining Stripe three years ago, Jerry worked as a Technology Transactions/M&A lawyer at White & Case and Perkins Coie.

## Kevin Lee, VP Trust and Safety, Sift

Kevin Lee is the VP of Trust and Safety at Sift. He is driven by building high performing teams and systems to combat malicious behavior. For nearly 2 decades he has developed strategies, tools and teams responsible for protecting and growing billions of users and dollars in revenue. Prior to Sift, Kevin worked at Meta, Square and Google where he led various risk, chargeback, spam and trust and safety organizations.



# SPEAKER BIOGRAPHIES

## Amy Leff, Assistant Professor of Practice, The University of Texas at Austin

Amy L.W. Leff is currently an Assistant Professor of Practice at the University of Texas at Austin where she teaches future policy leaders. Previously, she worked in the tech sector. At Meta, she led global teams fighting societal harms like misinformation and hate speech. She later built and led Trust & Safety teams at two high-growth marketplaces where she oversaw key functions like policy development, safety investigations, and risk management. Today, Amy is a member of the Integrity Institute and on the advisory board for Yardstik.

## Eric Levine, SVP, Head of DocV, Socure

Eric Levine is the SVP, Head of Document Verification at Socure. Prior to that role, he was the Co-Founder and CEO at Berbix where he built privacy-first document verification products and were acquired by Socure in 2023. Prior to founding Berbix, he led the Engineering Trust & Safety team at Airbnb where he built many of the early components of the Airbnb identity systems.

## Bruno Lewicki, Global Policy Director, Airbnb

Public Policy leader, currently Global Policy Director at Airbnb leading the Policy Central team, in charge of Policy Development, Policy Products, International Affairs and cross-functional coordination with multiple functions. Previously built and led Latin America's Public Policy team at Airbnb, and was also in charge of the company's legal matters in the region. Has extensive legal experience, more notably in Copyright Law.

## Tiffany Lin, Trust & Safety Consultant

Tiffany Lin (she/her) is a consultant and specialist in Trust and Safety space, specializing in internet policy and strategy. Working in the field for the last 10 years, including at Strategy& and at the Berkman Klein Center for Internet & Society.

## Calvin Locklear, Director of Product, DAT Freight & Analytics

Calvin Locklear specializes in product development for marketplaces. With a wide range of experience in insurance, health care, entertainment, and logistics - he has helped scale large enterprises and build start-ups from the first user.

## Hal Lonas, Chief Technology Officer, Trulioo

Hal brings more than 25 years of technology leadership to his role guiding the Trulioo product and technology vision. He is a recognized innovator in cloud security and machine learning and a long-standing champion of automation technology. Prior to joining Trulioo, Hal was senior vice president and chief technology officer for the SMB and Consumer business unit at OpenText, where he oversaw the organization's technology and product strategy. Hal also was chief technology officer at Webroot and Carbonite, where he led the creation of the first cloud-native security platform. He co-founded and was vice president of engineering for BrightCloud

## Charlotte Lunday, Senior Associate, Hintze Law

Charlotte Lunday is a Senior Associate at Hintze Law and a 2023 Leadership Council on Legal Diversity Pathfinder. Charlotte represents companies exclusively on privacy and security issues. She has experience conducting privacy impact assessments, defending companies in regulatory enforcement actions and investigations, conducting privacy by design counseling, and drafting privacy policies. Prior to joining Hintze Law, Charlotte worked for the Hon. Douglass A. North at the King County Superior Court in Seattle. When she's not working, Charlotte volunteers on the Little Rock Planning Commission in Little Rock, AR, and is an avid rock climber.

## Adam Mandelsberg, Commercial Litigation Partner, Perkins Coie

Adam Mandelsberg, a partner in Perkins Coie's New York office, prosecutes and defends high-stakes litigation on behalf of public companies, financial institutions, sports leagues and player agents, and individuals in federal and state courts nationwide. His experience includes the successful defense of a wide range of product manufacturers accused of fraud and other business torts, including those in the food and beverage, dietary supplement, and pet product industries. Adam also litigates on behalf of the nation's leading service providers, including pioneering technology platforms, colleges and universities, and testing companies.

## Ted Mann, CEO and Co-Founder, Collx

Ted Mann is CEO and Co-Founder of CollX, an app that enables card collectors to scan, identify, price and manage their collections. CollX has also become one of the fastest growing marketplaces, leverage chat, AI, and social features to activate 2 million passionate collectors. Prior to CollX, Mann was CEO of Slyce, Co-Founder Partium, and CEO of SnipSnap.

## Laura Mastrangelo, Director, Assistant General Counsel, Payments, Etsy

Laura is Etsy's Legal Counsel for the Payments & Risk org and Etsy's House of Brands payments teams. Before Etsy, she worked at Stripe, where she counseled new and existing payment method launches on the Stripe platform. Prior to her time at Stripe, Laura spent several years working at Google, most recently as a product counsel on Google Pay, and also led a legal team in discovery and litigation. She also spent time in private practice at Reed Smith.

## Michelle McCombs, VP, Safety & In-Ride Experience, HopSkipDrive

Michelle McCombs is the VP of Safety and In-Ride Experience at HopSkipDrive. HopSkipDrive is a technology company that solves complex transportation challenges where there is a heightened need for safety, equity, and care. She began her career at The Walt Disney Company and has spent her entire career building and managing exceptional safety and customer experience teams. The last 11 years have been specifically focused on safety and experience within fast-growing marketplace companies.

# SPEAKER BIOGRAPHIES

## Kathleen McConnell, Partner, Seyfarth Shaw LLP

Kathleen's work in spearheading Seyfarth's use of data analytics in litigation and counseling matters has contributed to keeping Seyfarth on the cutting edge of the legal practice. Her innovative work in this area has enabled the firm to obtain favorable settlements for clients, reduce significant areas of potential liability and undermine class certification arguments. She regularly advises clients on developing cost-effective strategies for the preservation, collection, review and production of electronically stored information, including cross-border matters and counsels clients on data privacy, record retention and information governance.

## Dhruv Mehrotra, Founder, AI Solutions Group

Dhruv Mehrotra is a product exec in SF with over 20 years in tech, of which over a decade has been with 12 marketplaces of all flavors (B2B, B2C, C2C, B2B2C) and stages (zero-to-one, growth, scale) in roles requiring heavy engagement with AI/ML. Currently, he & his former colleagues run AI Solutions Group, a consulting firm partnering with firms to improve efficiency & enhance ops via AI. In the past, he has led product, BD, marketing, strategy & ops teams at Wish, WalmartLabs, Mercari, Google, Intuit and Expedia. Dhruv has graduate degrees in Computer Engineering & Management from UT-Austin and MIT and holds 3 patents in ML/AI (1 pending).

## Patrick Merkel, Senior Counsel, Outdoorsy/Roamly

Patrick is Senior Counsel at Outdoorsy, the most trusted global RV rental and outdoor travel marketplace. Patrick leads insurance and compliance legal efforts for Outdoorsy and Roamly (Outdoorsy's insurance MGA). Patrick has spent his career in regulation and compliance. Prior to joining Outdoorsy, Patrick served as Director of Insurance and Chief Counsel for Insurance at the Tennessee Department of Commerce and Insurance. One of his final projects at the Department was drafting and lobbying for the passage of the Tennessee Insurance Data Security Law, a modified version of the NAIC's model data security law.

## Elena Michaeli, PM Marketplace Risk Strategy, Walmart Marketplace

Elena Michaeli is a seasoned Fraud & Risk Strategist with a diverse background in eCommerce & Fintech. She recently joined Walmart, where she leads the development of top-notch tools and processes to accelerate new seller growth while effectively managing financial risks and preserving the overall seller and shopper experience. Prior to her role at Walmart, Elena held key positions in risk and fraud operations at Pepper Digital Bank, Pepper Pay, Bank Leumi, and Shutterstock. Elena's passion for educating and sharing knowledge is evident through her active involvement with organizations such as MRC, PCN, and Udemy. This underscores her dedication to fortifying the digital landscape by staying engaged in industry initiatives. Committed to nurturing digital security, Elena channels her expertise through mentoring and advocacy efforts.



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# SPEAKER BIOGRAPHIES

## Mary Ann Miller, Fraud & Cybercrime Executive Advisor and VP of Client Experience, Prove

Mary Ann Miller is the Fraud & Cybercrime Executive Advisor and VP of Client Experience at Prove. Mary Ann is a well-respected expert in the fraud and identity space who has been quoted by BBC News, NPR, American Banker, USA Today, and others. Mary Ann was most recently Head of Fraud Strategy at Varo Bank, where she led the fraud strategy process for transitioning the fintech to a nationally chartered challenger bank. She has also served on the US Federal Reserve Secure Payments Task Force and is a current member of the Federal Reserve's Scams Definition and Classification Work Group.

## Eamon Murphy, Head of Payments, CertifilD

Fraud fighting Jedi with a unique experience set in risk management that facilitates business growth and capitalizes on new revenue potential. While still managing all aspects of risk operations. Working knowledge of risk management, e-commerce, gift cards, fraud, futures, and options trading, customer needs assessment, sales, management, administration, staff training, supervision, motivation and mentoring. Proactive leader with refined business acumen and exemplary people skills. Facilitate a team approach to achieve organizational objectives, increase productivity and enhance team morale.

## Robin Murphy, Manager, Risk Operations, Meta

Robin has over a decade of experience in the Risk, Payments, and T&S industries. In her current role at Meta, she is leading an integrity team that manages scaled workflows and investigations that protect people from financial fraud on Meta's family of apps. Previous to Meta, Robin specialized in Marketplace Risk (at VRBO and uShip), which involved policy and user agreement enforcement, legal response, dispute management, and operational readiness efforts. As an experienced people manager and mentor, she is passionate about helping others navigate their professional careers in this industry.

## Kyle Nelson, Vice President of Strategic Partnerships & Head of Innovation, Snappt

An industry veteran of over a dozen years, Kyle has successfully helped grow startup companies and worked for some of the world's largest financial institutions serving the rental housing market. Prior to joining Snappt as Vice President of Strategic Partnerships & Head of Innovation, he held senior roles at Gartner, Experian, TransUnion, and PayLease (now Zego). As an active member of the early-stage venture capital community, he serves as a venture partner to multiple VC funds and syndicates. Kyle holds a Master of Business Administration from the University of Illinois and a Bachelor of Science from the University of North Florida.

## Sarika Oak, Director, Trust and Safety Operations, Udemy

Sarika, a seasoned expert in risk management, brings over 14 years of experience in the dynamic tech industry. With a professional background that includes prominent global companies such as Udemy, Meta, Groupon, eBay, and early-stage Silicon Valley startups, Sarika specializes in addressing challenges such as online fraud, policy enforcement, risk management in payments processing, chargeback dispute oversight, and data analytics. Demonstrating a proven aptitude for effective leadership, Sarika has achieved success in building and guiding high-performing cross-functional teams on a global scale.

## Garrett Olson, Head of Insurance & Risk, Wolt

Garrett is the Head of Insurance & Risk Management at Wolt, a DoorDash company. Building simple, relevant and valuable safety nets into the platform economy motivates him. Prior to Wolt, Garrett worked with the Executive Boards at Zurich Insurance Group, A.P. Møller - Mærsk and FLSmidth A/S in various strategy, risk and venture building roles.

## Aaron Page, Director of Accessibility, Allyant

Aaron Page is the Director of Accessibility at Allyant, the world's only comprehensive accessibility solutions provider. Aaron has over 13 years of experience working in Digital Accessibility, with 6+ years working at Allyant helping organizations across all verticals ensure their websites, applications and procurement processes are accessible to global legal regulations. Aaron brings a live-experience perspective on this topic, as a legally blind individual himself. He was born with congenital glaucoma and lost his remaining functional vision over 15 years ago.

## José R. Pallares, Senior Director, Decision Analytics Strategy and Innovation, Experian

José R. Pallares leads product innovation at Experian, focusing on data-driven solutions for payments & digital commerce. His expertise in driving product ideation & execution addresses critical challenges in fraud prevention and detection, significantly impacting the digital space. José has been instrumental in developing cutting-edge solutions that streamline operations & safeguard transactions against evolving risks. He holds an MBA in Strategy & Entrepreneurship from UCLA Anderson School of Management & a dual degree in Mechanical Engineering and Economics from Rensselaer Polytechnic Institute.



# SPEAKER BIOGRAPHIES

## Vanita Pandey, CMO, Caf

Vanita Pandey is the Chief Marketing Officer at Caf, an innovative IDtech company where she is responsible for building demand in key markets, elevating the brand and executing seamlessly on its go-to-market strategy. Pandey is a fraud expert with previous experience as the CMO at Arkose Labs and VP of Product Marketing at ThreatMetrix (acquired by LexisNexis) where she established the company's strategic vision and market positioning. She also served as VP of Marketing and Product Strategy at Simility, (acquired by PayPal) where she was charged with strengthening the brand worldwide and driving key elements of go-to-market strategy. Prior to

## David Pickerell, CEO, GigSafe

David is the founder & CEO of GigSafe. Through his career, he's seen first hand the benefits and challenges of the gig economy. He previously founded Para, an app used by hundreds of thousands of gig workers to get all their work pings in one place and unlock new work. Before that he set up Uber's Las Vegas operation as a Lead Operations Manager.

## Eduardo Pires, Global Head of Industry - Food Delivery & Ride-Hailing, Incognia

An engineer who likes to talk, Eduardo has been helping food delivery and ride-hailing apps fight fraud for over 3 years. As a frontline executive with a background in computer science, he is deeply passionate about understanding the tools fraudsters use worldwide and helps businesses reduce fraud. At Incognia, he is developing the first gig economy community of fraud prevention professionals, with its solutions already deployed on over 400M devices in over 35 countries worldwide.

## Aurelija Plétienė, Director of Engineering, Vinted

Director of Engineering at Vinted, the largest online marketplace for second-hand fashion in Europe, leading a high-performing team of engineers to develop cutting-edge products and solutions. Has over 16 years of diverse experience in various fields and sectors, versatile and strategic leader who can connect the dots across different domains and perspectives.

## Guillem Pons, Director of Product, Rover

Professional with a 8+ years of experience in the intersection between Data Science and Product Management-- T&S, fraud, and customer behaviour--. My background as a Quantitative Macroeconomist has provided me with a wide vision of how the dynamics of micro-data relates and affects decision-making on an aggregate scale. I apply the same principles to both marketplace and customer dynamics.

## Alex Popken, VP of Trust & Safety, WebPurify

Alex Popken is VP of Trust & Safety at WebPurify, an industry-leading content moderation service provider that equips companies with AI and/or human moderation to keep their communities safe. She joined WebPurify from Twitter, where she led the Trust & Safety Operations organization and worked for a decade. Alex is passionate about helping clients identify scalable solutions to keep their users and brands safe.

## Tomer Poran, VP Solution Strategy & Community, ActiveFence

Tomer is VP Solution Strategy & Community at ActiveFence where he leads growth efforts, partnering with industry stakeholders and mapping out new products/markets. Leading the #TSCollective Community, Tomer connects hundreds of Trust & Safety professionals across industries from around the world together in collaboration to make the internet a safer place. He has 13 years of experience in business development and strategy across multiple industries, including E-Commerce, GovTech, PropTech, AgTech, and more, most recently leading BD for Matterport (Nasdaq: MTTR) from Series A to IPO. Tomer holds an MBA from UC Berkeley Haas and is based in NYC

## Nick Prijic, VP of Driver Operations and CX, Fetch

Nick started with Fetch as the first hire and has helped scale the company from a friends and family round to a Series D. As a generalist, he wore many hats including Customer Experience (CX), Account Management, Sales, Product, and Operations. This marks his 8th year in the last mile industry and he currently serves as the VP of Driver Operations and CX.

## Nima Rahimi, Deputy General Counsel, Thumbtack

Nima Rahimi serves as the Deputy General Counsel at Thumbtack, where he leads the company's corporate governance, M&A, privacy & cybersecurity, AI, labor & employment, litigation, trust & safety, immigration, product and marketing-related legal work. Prior to Thumbtack, Nima served as Spin's Managing Counsel, and as an Assistant District Attorney for the City of San Francisco. He holds a BA in Political Science and German from UC Berkeley, a Masters of Science from the London School of Economics, and a JD from the University of California, Davis.

## Soups Ranjan, Co-Founder, CEO, Sardine

Soups Ranjan is CEO and co-founder of Sardine. Soups founded Sardine after a lifelong passion of matching wits against fraudsters. Previously, he was head of financial crime for Revolut, and head of risk at Coinbase. Soups also held roles in cyber security and AI at multiple Silicon Valley companies over the last 15 years. He holds a PhD in Electrical and Computer Engineering from Rice University, where his thesis was on Scaling Web Services to Handle Cyber Threats and Denial-of-Service Attacks. Soups also started Risk Salon, a popular community of over 1,000 fraud fighters to share ideas and learn from each other.

# SPEAKER BIOGRAPHIES

## Farah Rehman, Head of Marketing & Customer Strategy, Zurich North America

Farah Rehman currently serves as the head of Marketing and Customer Strategy for ZNA's Life, Accident & Health business. With over 20 years of experience, she started her career at AIG in product development, then moved to sales, internal consulting and ultimately marketing. At Zurich, she began in advanced marketing and led the life sales and marketing team, prior to taking on her current role. She has a Bachelor's in Management Information Systems from the University of Houston and an M.B.A. from Rice University.

## Bri Riggio, Member / Former Visiting Fellow, Integrity Institute

Bri Riggio is a member and former Visiting Fellow at Integrity Institute. She currently leads Discord's Platform Policy Team and was the company's first Counter Extremism Team Lead. Prior to her work in Trust and Safety, Bri worked at several higher education institutions and nonprofits, operating at the intersection of education and international relations. She has used her experience interacting with academics, activists, and government entities to inform her work in the tech industry.

## Ryne Ring, Insurance's Mad Scientist, Citadel

Insurance professional specializing in the gig economy, on-demand contingent labor, and all things independent contractors. Former executive at Bunker - now building custom insurance solutions with Citadel. The king of occupational accident. Expert in usage-based & transactional insurance.

## Chris Roberts, Head of Community Policy, DoorDash

Chris is the Head of Community Policy for DoorDash, where he is responsible for developing policies to ensure a safe and trustworthy experience for all users. Prior to DoorDash, Chris was the head of Integrity and Authenticity policy for TikTok. In that capacity he managed policies related to misinformation, deceptive behaviors, and election integrity. Chris has also advised numerous technology companies on safety-related issues in high-risk markets around the world.

## Joanna Rosen Forster, General Counsel and Chief Compliance Officer, ContextLogic Inc (formerly Wish)

Joanna is the General Counsel & Chief Compliance Officer of ContextLogic Inc., formerly Wish.com. She joined the Company in March 2021. Previously, Joanna was a Deputy Attorney General at the California Department of Justice. Prior to her public service, she was an associate at Latham & Watkins, Manatt, Phelps & Phillips, and Jones Day, where she handled a wide range of litigation matters. Joanna was a Law Clerk to the Honorable Consuelo B. Marshall of the Central District of California. Joanna holds both B.A. in Political Science and Government and a J.D. from the University of California, Berkeley.

## Holly Sandberg, Dir. Trust & Safety, Reverb

Executive with vast experience leading high performing teams charged with fraud mitigation (analysis, prevention, investigation, strategy) and revenue rescue (chargeback management, dispute resolution). Works cross-functionally with leadership, product, sales, client partners, engineering, dev, legal, security, compliance, and client/customer experience innovators.

## Chayeeta Sarkar, Vice President Trust & Safety Operations, Alorica

I am the Vice President - Global Trust and Safety Operations at Alorica, leading more than 6 years experience in the Trust and Safety profession, of a 21 year-long CX and career. I recently graduated top of class with Distinction and Honors from the inaugural industry Post Graduate Diploma in Trust, Safety and Moderation Management from Griffith College in Dublin, Ireland.

## Adam Schlosser, Head of Legal, Poshmark

Adam leads the legal team at Poshmark, an online fashion marketplace. He has a deep background in product and privacy legal and international regulatory issues. He has spent time with Instagram and Workday, at the U.S. Government, and with the World Economic Forum, and providing companies of all sizes commercially focused advice on legal and regulatory risk.

## John Schreiner, Partner, Perkins Coie

John Schreiner provides counsel to private equity and venture capital-backed, multi-generational family-owned, and other closely held established and emerging companies for their daily business needs. He also represents private and public companies in mergers and acquisitions (M&A), divestitures, private equity financings, corporate governance, commercial contracting, and general business matters. Throughout his career John has made a commitment to his community, contributing in leadership roles with various conservation organizations, serving as a guardian ad litem in dozens of minor child guardianship matters before the Cook County Probate

## Gagan Sekhon, Principal Product Manager, Fraud, Upgrade

An experienced leader in the payments and fraud space with a passion for mathematics and developing algorithms that analyze customer/user behavior in eCommerce and mobile world

## Zac Sheldon, National Director of Sales & Marketing, Thomson Reuters

Zac Sheldon has been with Thomson Reuters since 2000. Zac started in the Law Firm Division in Northern California and moved to the Corporate-GRC division in 2009. In 2014, Zac moved to the Thomson Reuters Financial Risk & Fraud Division, and currently serves as a National Financial Industry Specialist working with Credit Unions, Banks and Fintech Companies around the country.

## Jeremy Siegel, General Counsel, Final Bell

California-barred start-up executive and general counsel with 14+ years of legal experience, hard at work utilizing a Swiss Army Knife skill set across regulatory and commercial matters, IP, labor and employment law, litigation, financing and insurance. Expertise in advising startups on regulatory compliance and risk analysis. Tech lover excited by evolving areas of the law.

# SPEAKER BIOGRAPHIES

## Kate Sim, Policy Strategist - Child Safety, Google

Kate (she/her) is an independent researcher. Her research interests include AI, child safety, help-seeking, and platform accountability. She holds over 11 years of experience spanning across community organizing, academia/research, and the tech industry. Most recently, she served as a Product Policy Specialist for Child Safety at Google. She holds her PhD from the Oxford Internet Institute.

## Shaun Singh, Director, Solutions Consulting, Trulioo

Shaun Singh, Director of Solutions Consulting, is a seasoned professional specializing in KYC and KYB solutions. In his time at Trulioo, Shaun has demonstrated exceptional leadership, driving innovation and excellence in identity verification. He collaborates closely with sales teams, making significant contributions to the financial services, marketplace, and payments sectors. Shaun is a trusted advisor in the industry, passionate about problem-solving and ensuring businesses meet their verification needs effortlessly.

## Zach Singleton, Director of Product Management, Privacy, Equity, Safety, Uber

As Director of Product Management for Uber's Privacy, Equity and Safety Product Teams, Zach Singleton is responsible for the company's Privacy Center, Recording Products, Accessibility, Tech enabling users to identify as they choose on the platform. He is also the creator of Uber's Product Equity Team and the creator of the company's Uber Career Prep program. Zach holds a Bachelor's degree in Economics from UC Berkeley and an MBA from Stanford University. He started his career as a Consultant in Technology Strategy at Deloitte. He then worked on the Trust & Safety Strategy Team at Google before joining Uber as a Product Manager 7 years ago.

## Youssef Sneifer, VP Regulatory & Compliance, GoCardless

Youssef is the Global VP, Regulatory Compliance at GoCardless, a global fintech focusing on bank payment and open banking. Before joining GoCardless, Youssef was fintech and blockchain strategist and advisory counsel at Perkins Coie. In almost 15 years at Microsoft, Youssef served in several capacity including as president of Microsoft Payments and Assistant General Counsel where he led the payments and e-commerce legal team and advised clients on a variety of legal and regulatory financial, commerce, and payments issues.

## Justin Sorensen, Practice Leader, High Growth Ventures, Hub International

Justin has over 18 years of experience in the commercial insurance industry providing customized advisory, insurance and risk transfer strategies to a variety of clients including startups and VC/PE backed companies to late stage/ IPO's. His clients range a variety of industries, from technology and life sciences to manufacturing and aviation.

## Daniel Sorochkin, Co-Founder and CEO, TakeOne.video

Daniel is the co-founder and CEO of TakeOne.video. His mission is to create stronger trust and connection in the digital world through authentic high-quality videos. TakeOne automates and enhances the creation and distribution of professional authentic videos, at scale. Before TakeOne, Daniel founded Tiny Giraffe Pictures, a NYC video production company. His extensive portfolio includes collaborations with some of the most prominent brands in the world, resulting in over 20 million views online and more than 200,000 shares and likes.

## Alejandro Stein, Fraud Prevention Executive, Former Global Head of Payments, Fraud and Partners

Alejandro Stein, Head of Payments and Fraud at Rappi brings 18+ years of dynamic change leadership. At Rappi, he enhances customer experience, drives sales, and mitigates losses through strategic management of payment systems and fraud prevention measures. Previously, as COO at Despegar.com, he managed crises and transformed businesses. Stein's extensive career includes notable roles as the CEO of Commercial Payments Barclays, Managing Director at JPMorgan, and Bank of America, where he managed large customer portfolios and revenue streams. With an MBA from Duke University and technical degrees, Stein combines strategic acumen with expertise.

## Ryan Stevens, Vice President of Marketplace Strategy, Clutch

Ryan Stevens is the Vice President of Operations at Clutch, the leading global marketplace of B2B service providers. At Clutch, Ryan spearheads marketplace operations and customer experience strategy. He is passionate about empowering businesses with a forward-looking mindset and helping them build a strong organizational strategy that leads with value. Since the inception of Clutch, Ryan has been a pivotal figure, leading the company's transformation from a five-person startup to a high-growth business with over 100 employees. Ryan received his Bachelor of Science from the University of Virginia in Global Commerce.

## Heather Stewart, Managing Director, Red Maple Strategies

Heather Stewart is the Managing Director of Red Maple Strategies, a public strategies firm based in Austin, TX. Before this, she served as TechNet's Vice President of Membership & Strategic Partnerships, DISCO's Director of Community, and was a founding member of Rover.com's Government Affairs team. Heather holds a BA from The University of British Columbia and an MPA from the University of Washington. She is an advisory board member to organizations, including Western Governors University and Austin Tech Alliance. Outside of work, she enjoys spending time in nature and with her partner, Eric, and her 11-year-old daughter, Amala.

## Michael Sullivan, Practice Leader, Senior Vice President, Hub

18 years of insurance experience brokering Property & Casualty insurance programs for VC backed technology companies providing services in green space such as Marketplaces, Fintech and Crypto. Currently, Senior VP at Hub International as national practice lead of Technology.



# SPEAKER BIOGRAPHIES

## Dolly Sureka, Vice President & Head, Assurance & Business Advisory, Swiggy

Dolly Sureka is Vice President & Head - Assurance & Business Advisory at Swiggy, heading four key functions: Internal Audit, Business Advisory, Trust & Safety and Ethics & Integrity. She provides an objective assessment of Swiggy's governance, risk and control posture and fosters an organizational culture of trust and zero tolerance towards unethical behavior. Dolly is a seasoned professional with over two decades of domain experience. She previously served as Global Head of Audit for Wipro Enterprises, and as Audit leader for Ernst & Young managing a portfolio of multiple marquee audit clients across industry sectors.

## Brenda Tejada-Montes, Multi-Site Property Manager, Oak MGMT

Il have 18 years of experience in Property Management. I started when I graduated High School as I was going to College to pursue a career in Child Psychology. I never imagined that what started as just a job would end up being my career. I started in the industry as a Leasing Consultant at a 144-unit building. I have had the following roles in Property Management: Leasing Consultant, Leasing Manager, Assistant Manager, and Property Manager. I also have been a mentor to a region of approximately 1600 units, where it was my job to train all office personnel. I am currently an Area Manager of a portfolio of 564 units for Oaks Management.

## Ariel Tiger, CEO, EverC

Ariel Tiger is the CEO of EverC, a cross-channel risk management provider transforming the internet into a more transparent and trusted place for ecommerce. With groundbreaking, AI-driven technologies, EverC's scalable solutions power growth for global marketplaces, financial institutions, and payment providers. Prior to joining EverC, Ariel was a founding executive at WeWork and M&A Investment Banker at Deutsche Bank Securities. After graduating from the Naval Academy, Ariel spent years in commanding positions in the Israeli Navy. He holds an MBA from The University of Chicago Booth School of Business.

## Mo Tiwari, Member of Technical Staff, OpenAI

Mo Tiwari is currently a member of the technical staff at OpenAI. He recently graduated from the PhD program in CS at Stanford University, where he was advised by Sebastian Thrun and Chris Piech. Prior to his PhD, Mo worked as a software engineer at DRW, Expanse, and Facebook. Mo contains a BS in Mathematics and Physics from the California Institute of Technology. In his free time, Mo enjoys tennis, running, and video games.

## John Tolbert, Director of Cybersecurity Research KuppingerCole, Analysts

John is the Director of Cybersecurity Research and Lead Analyst at KuppingerCole Analysts. John covers multiple cybersecurity and identity management topics, drawing upon his years of experience as a security specialist in both Fortune 500 companies and tech startups. John develops research strategies, conducts research, and advises enterprises on security architecture as well as security and identity management vendors on their product and service roadmaps. He has participated in technical standards development and was named an OASIS Distinguished Contributor in 2014.

## Guilherme Tong, Head of Fraud Prevention & Data, FREENOW

As Head of Fraud Prevention & Fintech Data at FREE NOW, I lead diverse teams to craft inventive fraud prevention tools and credit risk strategies, resulting in significant loss reduction and improved transaction approvals. With a background spanning data analytics/data science to technical leadership, I've made impactful contributions to optimizing financial/risk products and driving profits for the business that I worked for.

## Marshall Van Alstyne, Questrom Professor of IS, Boston University

Marshall Van Alstyne explores how ICT affects firms, innovation, and society with an emphasis on multi-sided platforms. Work or commentary have appeared in The Economist, New York Times, Wall Street Journal and numerous academic journals where research influence ranks in the top 2% globally. As co-author of the international bestseller Platform Revolution, he has contributed to platform economics and strategy and co-developed the theory of "two-sided" markets. Thinkers 50 ranked him among the top 50 management scholars worldwide. He holds a BA in computer science from Yale and MS and Ph.D. in information economics from MIT.

## Amanda Volz, Vice President, Global Customers and Strategic Partnerships, Thorn

Amanda Volz is a seasoned executive with a passion for leveraging business development and strategic partnerships to make a meaningful impact. With over two decades of experience in the field, Amanda serves as the Vice President at Thorn, a non profit organization dedicated to leveraging technology to combat child exploitation. A passionate advocate for social change, Amanda brings a unique blend of strategic vision and operational expertise to her role. She is dedicated to leveraging her skills and experience to drive positive change and empower organizations to make a difference in the world.

## Cathryn Weems, Independent T&S Consultant

Experienced Trust & Safety/Legal Operations Senior Leader and People Manager - 20+ years experience across multiple tech companies.

# SPEAKER BIOGRAPHIES

## Erin West, Deputy District Attorney, Santa Clara District Attorney's Office

Erin West is an internationally recognized speaker and educator in criminal investigation and prosecution involving cryptocurrency. She has a passion for assisting victims and has served as a Deputy District Attorney in Santa Clara County, California for more than 25 years. For the past 8 years Ms. West has been attached to the REACT high tech task force, known for its arrests and prosecutions of SIM- swapping and recovery of cryptocurrency. Ms. West is an expert in the pig butchering typology and is frequently quoted in international publications on the subject. Ms. West leads the Crypto Coalition, a group of more than 1600 local, state, federal and international law enforcement agents who specialize in cryptocurrency investigation.

## Amie White, Sr. Director of Risk, Ethics & Policy, Hinge

Amie is part of Hinge's Trust & Safety Leadership, where she oversees emerging threats, compliance readiness, legal and user safety escalations, policy and AI ethics. Amie joined Hinge in 2022 after 10 years at Citigroup where she served as Citi's AI Ethicist, oversaw fairness regulatory compliance obligations, and protections for vulnerable groups. Amie received her BA in Biomedical Ethics and her MS in Bioethics from Columbia University. In addition to her work at Hinge, Amie is the Vice President of Colorado's Medical Board.

## Mike Wilkins, Sr. Director, Trust & Safety, Turo

Mike brings over a decade of experience in developing and implementing strategies, building risk operations teams, and safeguarding communities while growing the world's leading car sharing marketplace at Turo. He currently supports teams responsible for marketplace safety, asset and brand protection, fraud prevention, incident response, revenue recovery, and verification. Mike is endlessly fascinated by the potential of marketplaces and solving the challenges that come with providing seamless online and offline experiences.

## Jacob Wilson, Director of Data and Analytics, Alto

Jacob is the Director of Data and Analytics at Alto, a ride-hailing company based in Dallas Texas, and oversees Fraud and Trust and Safety operations. Jacob has previously worked in mortgage and technical consulting implementing and helping organizations identify fraud through data and machine learning techniques and tools for global firms.

## Naishi Zhang, Head of New Products, Checkr Trust

Naishi is a product leader passionate about making platforms safer and building technology that connect people in the world. She currently serves as Head of New Products for Checkr Trust where she works to build innovative Trust & Safety solutions for marketplaces and gig economy use cases. Prior to Checkr, she led product teams at Eventbrite focused on trust & safety, payments, marketplace dynamics, and consumer growth, and also built new customer service and loyalty products at American Express.

## Charles Zhu, Senior Director of Underwriting and Actuarial, Roamly

Charles is the Senior Director of Underwriting and Actuarial at Roamly, a leading Insurtech for the sharing economy industry. At Roamly, Charles is responsible for underwriting portfolio management, insurance placement, actuarial modeling, and product and platform development. Charles is passionate about helping marketplaces grow through the profitable deployment of insurance products. Outside of work, Charles enjoys developing the next generation of risk management talents through university engagement, for which he won an industry award from the Casualty Actuarial Society. Charles is also a board member of a US-based Actuarial organization.

# Marketplace Risk.