

Marketplace
Risk.

MARKETPLACE RISK AUSTIN CONFERENCE

AUSTIN, FEBRUARY 27, 2025

THE WORLD'S LARGEST MARKETPLACE
CONFERENCE DEBUTS IN AUSTIN!



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WELCOME

Greetings!

Welcome to the first-ever Marketplace Risk Austin Conference! We are thrilled to bring our community to Austin, a city renowned for its innovation and vibrant entrepreneurial spirit. This milestone marks an exciting expansion of our efforts to unite the marketplace and digital platform ecosystem. For over a decade, Marketplace Risk has connected thousands of founders, leaders, and experts worldwide to share insights, network, and collaborate in protecting their platforms and communities.

This inaugural Austin conference is a particularly special event, and we are honored to have you join us! Throughout the day, you will have the opportunity to attend engaging sessions led by industry leaders generously sharing their experiences and expertise to benefit our rapidly evolving ecosystem. A heartfelt thank you goes out to our speakers for their dedication to making this event both impactful and inspiring.

We are also deeply grateful to our incredible sponsors, whose support makes events like this possible. Your partnership drives innovation and progress within our industry, and we are proud to work together to shape the future of marketplaces and digital platforms.

To all our attendees, thank you for being a part of this milestone. Your presence enriches the conversations and helps build the foundation for the continued growth and success of our industry. We hope you leave with new insights, valuable connections, and inspiration to take your platform to the next level.

If there's anything we can do to enhance your experience or if you're interested in becoming more involved, please don't hesitate to reach out to me at jgottschalk@marketplacerisk.com. We're always eager to connect and grow with our community!

Thank you again for joining us for this first Marketplace Risk Austin Conference. Let's make it an unforgettable event!

Best regards,

Jeremy Gottschalk | Founder, Marketplace Risk

Welcome to the 2025 Marketplace Risk Austin Conference!

As chair of the board, I am delighted to welcome you to Austin for this focused, one-day event. Today, we gather to delve into the critical aspects of trust, safety, compliance, and risk management that are pivotal to the success of marketplaces and digital platforms.

Our agenda is packed with insightful sessions led by industry experts, offering you the opportunity to gain practical knowledge and engage in meaningful discussions. Whether you're here to learn, network, or share your experiences, this conference is designed to provide valuable takeaways that you can implement within your organization.

Austin's vibrant and innovative atmosphere provides the perfect backdrop for our conference. We encourage you to take advantage of the networking opportunities and immerse yourself in the collaborative spirit that defines both this city and our industry.

Thank you for joining us today. Let's make the most of this day as we work together to navigate the evolving landscape of marketplace risk. Warm regards,

Jessica Ballard | Advisory Board Chair

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MARKETPLACE RISK AUSTIN CONFERENCE

AUSTIN, FEBRUARY 27, 2025

THE WORLD'S LARGEST MARKETPLACE
CONFERENCE DEBUTS IN AUSTIN!

ADVISORY BOARD

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Sara Perdue | Amazon | Seattle, WA

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Charles Zhu | Roamly | Austin, TX

Quinn Zuo | Walmart Marketplace | Sunnyvale, CA

SCHEDULE AT-A-GLANCE

WEDNESDAY 26 FEB

5:00 PM - 7:00 PM

Welcome Reception

THURSDAY 27 FEB

8:00 AM - 9:00 AM

Check In & Networking Breakfast

Dell JCC

9:00 AM - 9:40 AM

Keynote: The GenAI Playbook For Transforming Your Existing Trust & Safety, Risk Operations

Postmates Room

9:50 AM - 10:30 AM

ROI and Stakeholder Buy-in

Postmates Room

Today's Disruptors in High-Volume Onboarding

Sittercity Room

Enforcing Misinformation Policies: Strategic Partnerships & Practical Strategies for Marketplaces

Outdoorsy Room

10:40 AM - 11:10 AM

Google Play Policy Education Programs

Postmates Room

The Critical Role of KYB in Marketplaces: Building Trust in a World Where Everyone is a Business

Sittercity Room

The Rise of Scams: Protecting Your Marketplace and Rebuilding Trust

Outdoorsy Room

11:20 AM - 11:50 AM

Navigating the US Privacy Landscape: Best Practices for In-House Counsel at Marketplace Platforms

Postmates Room

Online Firearm Sales: Obstacles to Effective Policy Enforcement

Sittercity Room

Incident Response Best Practices

Outdoorsy Room

12:00 PM - 12:30 PM

Reduce Marketplace Risk While Maximizing Profit

Postmates Room

The impacts of North Korea IT Workers across ALL industries

Sittercity Room

Unmasking Deepfakes: Revolutionizing Trust & Safety for Platforms

Outdoorsy Room

12:30 PM - 1:30 PM

Networking Lunch

Epstein Community Hall

1:15 PM - 1:55 PM

Crafting a Strategic and Operational Plan for Optimal Results

Postmates Room

Championing Customer Trust: Building a World-Class Support Experience

Sittercity Room

Networking & Meeting Scheduling

Outdoorsy Room

2:10 PM - 2:40 PM

From Dock to Digital: Transforming Traditional Industries into Scalable Marketplaces

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Risk Signals Unveiled: Leveraging Identity Verification for Smarter Decision-Making

Sittercity Room

Navigating the Maze: Marketplace Tax Legislation in Texas, New York, and Beyond

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2:55 PM - 3:25 PM

Annotation to Automation: How T&S Risk Ops Teams Can Train Models Themselves

Postmates Room

Why Stop at Payments Orchestration?

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Networking & Meeting Scheduling

Outdoorsy Room

3:25 PM - 3:45 PM

Afternoon Coffee Break

Dell JCC

3:45 PM - 4:15 PM

Building an AI-Powered Marketplace: Automating Growth, Retention & Optimization

Postmates Room

Bridging the Divide: Strengthening Collaboration Between Platforms and Content Owners

Sittercity Room

Networking & Meeting Scheduling

Outdoorsy Room

4:30 PM - 5:00 PM

AI in Marketplaces: Trends, Challenges, and Opportunities

Postmates Room

Learning from Market Research: How to Detect Fake Reviews

Sittercity Room

Networking & Meeting Scheduling

Outdoorsy Room

5:00 PM - 7:00 PM

Networking Reception

Dell JCC

AGENDA WEDNESDAY 26 FEB – THURSDAY 27 FEB

WEDNESDAY

5:00 PM - 7:00 PM

Welcome Reception

Join fellow attendees at the Welcome Reception as we kick off the 2025 Marketplace Risk Austin Conference. As the sun sets over the city, connect with global thought leaders, innovators, and experts at a laid-back networking event with old friends and new.

Location will be sent to your email upon registration.

THURSDAY

8:00 AM - 9:00 AM

Dell JCC

Check In & Networking Breakfast

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

KEYNOTE

9:00 AM - 9:40 AM

Postmates Room

The GenAI Playbook For Transforming Your Existing Trust & Safety, Risk Operations | Abhay Antony, Director, Trust & Safety - Risk Analytics & Policy, Thumbtack

As GenAI reshapes industries, every company leader is being challenged to rethink their organization's approach. In this keynote, Abhay will present a practical playbook for transforming traditional Trust & Safety and Risk Operations teams—built on automation rules, human-in-the-loop processes, and policies—into AI-driven, adaptive functions. Drawing from Thumbtack's real-world experience, Abhay will share best practices and lessons learned in implementing LLM-led rules, fine-tuned off-the-shelf models, and AI-enabled policy development. Trust & Safety was the first area in which Thumbtack adopted LLMs, and the company continues to refine its AI-driven approach. This session will guide leaders through the critical steps of starting their AI transformation journey, assessing what is possible, managing change effectively, and successfully launching AI-driven initiatives. It will also cover how to build a one-year transformation plan, recognizing that in such a rapidly evolving field, long-term planning remains uncertain. However, by cultivating a team seasoned in working with GenAI, organizations can stay agile and prepared for the future.

SESSIONS

9:50 AM - 10:30 AM

Postmates Room

ROI and Stakeholder Buy-in | Monica Aleman-Smoot, Attorney, Texas Department of Transportation; Alyssa Bamforth, Fraud Operations Team Lead, DoorDash; and Kristin Kupiec, Manager, Critical and Law Enforcement Response, DoorDash

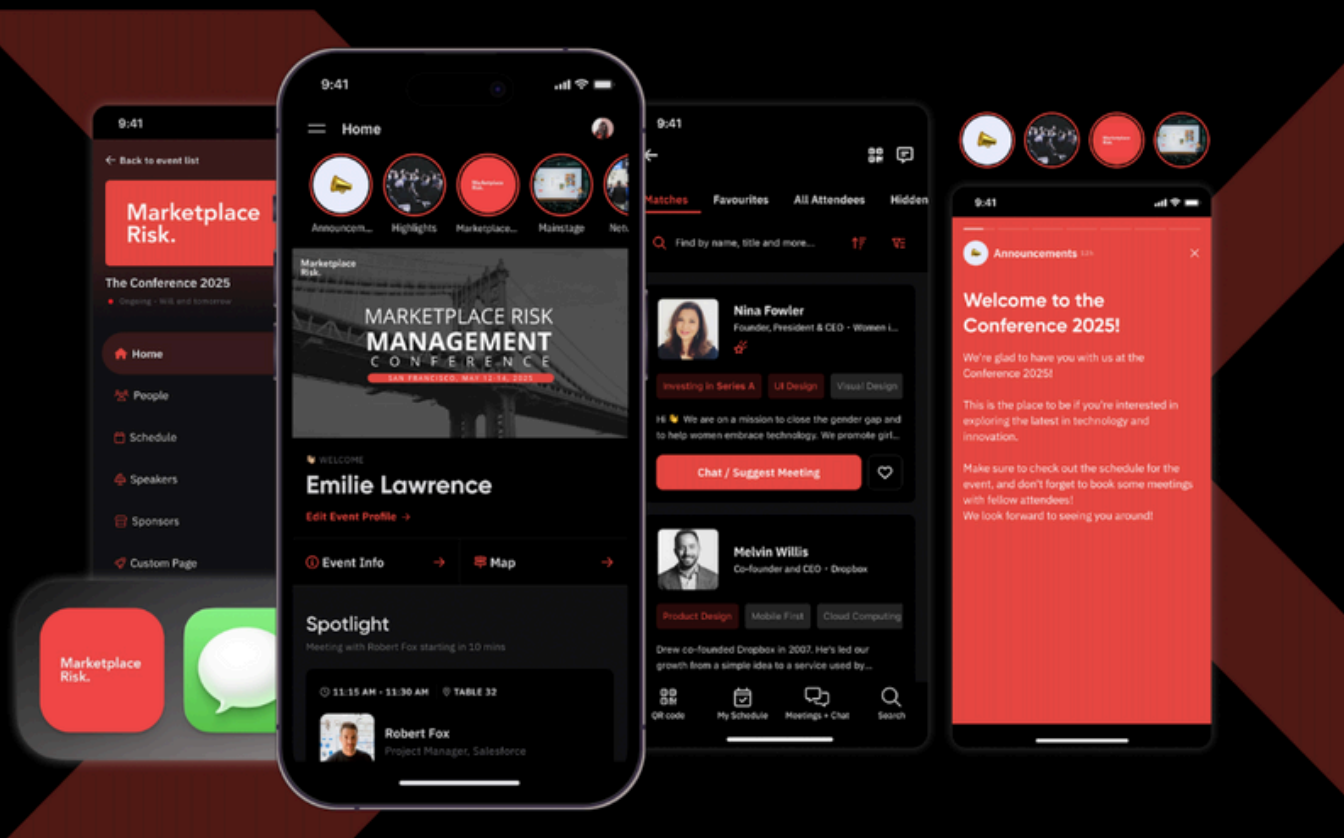
This session highlights the critical role of Law Enforcement Response (LER) in fostering community safety. It emphasizes the importance of effective collaboration with law enforcement agencies and outlines strategies for training and structuring teams to handle sensitive requests. Key learning points include the significance of specialized agent roles, the value of separating LER functions from broader operations, and the necessity of ongoing training to maintain compliance and precision. Attendees will gain insights into minimizing exposure to sensitive details while ensuring timely, lawful responses that prioritize community safety and trust.



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AI Matchmaker
Tool



Virtual
Booth



On-site Meeting
Planning



Lead
Scanner



Targeted
Announcements

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AGENDA THURSDAY 27 FEB

9:50 AM - 10:30 AM

Sittercity Room

Today's Disruptors in High-Volume Onboarding | Josh Cutler, Chief Technology Officer, Yardstik; Dennis Dahlmann, COO & Co-Founder, GetScale; and Amy Leff, Assistant Professor of Practice, The University of Texas at Austin

The people you hire at your company can make or break your success. The problem is, 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 consistent policy changes, there's a lot to keep up with. All of this creates obstacles and if there's anything marketplaces need, it's not more hoops to jump through. Join this informative conversation between three leaders in business, technology, and policy to hear about the latest innovation and change marketplaces need to be aware of and what to do about it.

9:50 AM - 10:30 AM

Outdoorsy Room

Enforcing Misinformation Policies: Strategic Partnerships & Practical Strategies for Marketplaces | Sarah Brandt, EVP, Partnerships, NewsGuard; and Alex Popken, VP Trust & Safety, WebPurify, an IntouchCX company

Misinformation remains a growing challenge for online marketplaces and platforms, further amplified by recent industry shifts like Meta's announcement on reducing fact-checking partnerships. This session delves into practical strategies for enforcing misinformation policies amid an evolving landscape. Learn how to align on content categories, define risk thresholds, and adapt policies to address emerging risks. Discover how to train and scale human moderation teams for consistent enforcement while leveraging third-party reliability ratings, data, and technology to enhance impact. Through a real-world case study, we'll explore how platforms can stay resilient and foster trust as the misinformation threat intensifies and industry support diminishes.

10:40 AM - 11:10 AM

Postmates Room

Google Play Policy Education Programs | Joe Davis, Product Innovation Leader, Google

In this session, we'll cover how Google Play Academy can help drive app policy comprehension through developer education. We'll highlight the key tools we use: Google Play Policy scaled courses on Play Academy, Play PolicyBytes for policy GTM, and the Play Strike Removal Program. We'll highlight how these tools use visual media and targeted training to drive policy comprehension, and help contribute to a more trusted apps marketplace ecosystem.

10:40 AM - 11:10 AM

Sittercity Room

The Critical Role of KYB in Marketplaces: Building Trust in a World Where Everyone is a Business | Ajay Guru, CEO, Kount; Jason Howard, CEO, Caf; and Robert Segovia, Senior Manager, Trust & Safety Operations, uShip

The digital landscape has transformed into a vast marketplace where individuals are not just consumers but also merchants. Online marketplaces now serve as hubs for shopping, sharing information, and peer-to-peer transactions, creating an interconnected environment of trust and commerce.

To ensure these platforms thrive, trust must remain at the forefront. KYB (Know Your Business) has emerged as a vital practice for marketplace platforms, enabling secure and compliant transactions in a world where every individual can operate as a business. From verifying merchants to meeting global payment and data regulations, robust KYB protocols are essential for creating a secure and seamless experience for all participants in the marketplace ecosystem.

AGENDA THURSDAY 27 FEB

10:40 AM - 11:10 AM **The Rise of Scams: Protecting Your Marketplace and Rebuilding Trust** | Elena Michaeli, PM Marketplace Risk Strategy, Walmart Marketplace; and Roy Zur, Founder & CEO, Charm Security

Outdoorsy Room

Scams and social engineering attacks are escalating, creating urgent challenges for digital platforms. In this session, Roy Zur, founder of Charm Security, will present a comprehensive approach to combating these threats by focusing on human vulnerabilities and behavior-driven fraud. Attendees will explore cutting-edge strategies for prevention, detection, and intervention, including AI-powered tools, personalized risk profiling, and actionable scam intelligence. Gain practical insights to protect your platform, safeguard users, and maintain trust. This session is ideal for marketplace leaders seeking innovative ways to outsmart scammers and create a secure, trustworthy ecosystem for users.

11:20 AM - 11:50 AM **Navigating the US Privacy Landscape: Best Practices for In-House Counsel at Marketplace Platforms** | Karen Brio, Senior Privacy Counsel, Thumbtack; Damaris Quijano, Corporate Counsel, uShip; and Heather Stewart, Managing Director, Red Maple Strategies

Postmates Room

US marketplace platforms face unique privacy challenges in today's complex regulatory environment. This panel of leading in-house counsel will share best practices for navigating this landscape, covering key issues like state privacy law compliance (CCPA/CPRA, VCDPA, etc.), consumer rights management, US data sharing agreements, and the potential impact of federal privacy legislation. The discussion will also touch on targeted advertising, tracking, and future privacy trends. This session is crucial for legal professionals in the US marketplace platform industry.

11:20 AM - 11:50 AM **Online Firearm Sales: Obstacles to Effective Policy Enforcement** | Andy Bayley, Associate General Counsel, LegitScript

Sittercity Room

Even if your platform prohibits the sale of firearms, your users may still be engaged in weapons sales without your knowledge. Weapons and their components are becoming increasingly difficult to identify, especially parts that can convert otherwise legal semi-automatic firearms into fully automatic ones. In this presentation, regulatory expert Andy Bayley will review the current regulatory landscape of weapons as it relates to online sales, discuss enforcement rules and rapidly changing trends in the weapons space, and provide real-world examples of problematic weapons sales along with practical tips on how to avoid them.

11:20 AM - 11:50 AM **Incident Response Best Practices** | Jeremy Gottschalk, CEO & Founder, Marketplace Risk; and Kristin Kupiec, Associate Manager, Community Response, DoorDash

Outdoorsy Room

Incidents and legal threats are inevitable, regardless of how robust your trust and safety policies may be. Join this session for a comprehensive roadmap for preparing and responding to such events, emphasizing the importance of centralized monitoring and information preservation. It details effective engagement strategies with users, media, law enforcement, and attorneys, highlighting empathy and timely responses. The session will offer practical advice on managing user complaints, social media crises, and legal inquiries while maintaining a strong legal posture. Attendees will learn how to turn challenging situations into opportunities to reinforce trust and safety within their platforms.

A GENDA THURSDAY 27 FEB

12:00 PM - 12:30 PM **Reduce Marketplace Risk While Maximizing Profit** | David Pickerell, CEO, GigSafe; and Ryne Ring, Insurance's Mad Scientist, Citadel
Postmates Room

Most marketplaces know they need insurance, but many overlook the critical first step: getting the basics right. Continuous compliance isn't just an operational necessity; it's the foundation for smarter, more effective insurance policies. This session explores how compliance lays the groundwork for tailored insurance solutions that not only reduce customer costs but also create a new revenue stream for your platform. Attendees will leave with actionable insights to turn compliance and insurance into a competitive advantage, and a source of profit.

12:00 PM - 12:30 PM **The Impacts of North Korea IT Workers across ALL industries** | Chris Horne, Director Trust & Safety Intelligence and Investigations, Upwork; and Meghan Kalliavas, Manager, Trust & Safety Intelligence, Upwork
Sittercity Room

The DPRK is consistently looking to infiltrate US & European markets to earn money in support of their Nuclear Program, and Military objectives. Now more than ever, companies face attacks from all aspects of the regime, including employment, ransomware, and insider threats. This behavior sits across every industry - with one goal - To earn money..... But not always how you think !

12:00 PM - 12:30 PM **Unmasking Deepfakes: Revolutionizing Trust & Safety for Platforms** | Caroline Humer, Co-Founder, Trust & Safety Forum; Amitabh Kumar, Co-Founder, Contrails.ai; Kristin Kupiec, Manager, Critical and Law Enforcement Response, DoorDash; and Roy Zur, Founder & CEO, Charm Security
Outdoorsy Room

This session will explore the critical role of deepfake detection in safeguarding trust and safety for digital platforms and marketplaces. Attendees will gain insights into cutting-edge AI technologies used to identify and analyze deepfakes in real-time, ensuring content authenticity and minimizing reputational risks. The discussion will cover evolving deepfake trends, their implications for platforms, and best practices for proactive risk management. Key takeaways include actionable strategies for implementing AI-driven solutions, building user trust, and fostering safer digital environments. Attendees will also learn how innovative tools like Contrails.ai are reshaping the fight against misinformation and media manipulation.

12:30 PM - 1:30 PM **Networking Lunch**
Epstein Community Hall Grab lunch with old friends and new colleagues in the Epstein Community Hall.

1:15 PM - 1:55 PM **Crafting a Strategic and Operational Plan for Optimal Results** | Chad Dennis, Manager, Global Trust & Safety Strategy, DoorDash; and Kristin Kupiec, Manager, Critical and Law Enforcement Response, DoorDash
Postmates Room

In a fast-moving, real-world environment like DoorDash, ensuring user safety requires seamless collaboration between Strategy and Operations functions. This panel will explore how these two functions work hand-in-hand to build innovative safety products, proactively mitigate risk, and respond to critical incidents in real time. Leaders from DoorDash's Safety team will share insights on designing scalable interventions, leveraging experimentation, and operationalizing safety solutions that balance user protection with business needs. Attendees will gain an understanding of the complexities of Trust & Safety at a global scale, learning how cross-functional teams drive impact in an ever-evolving ecosystem.

AGENDA THURSDAY 27 FEB

1:15 PM - 1:55 PM

Sittercity Room

Championing Customer Trust: Building a World-Class Support Experience | Drew Fowler, Co-Owner, CoFowler Consulting; Eric Gloris, Managing Director, Red Maple Strategies; Benjamin Newcomer, Senior Escalations Manager, Rover.com; and Heather Stewart, Director of Regulatory Affairs, Marketplace Industry Association

In today's competitive landscape, trust and safety are paramount to a positive customer experience. This panel discussion will explore how leading companies are prioritizing trust and safety within their customer support operations, not just as risk mitigation, but as a core component of building customer loyalty and advocacy. Our expert panelists will share practical strategies for proactively addressing potential safety concerns, empowering support teams to handle sensitive situations, and creating a seamless and secure experience for every customer. Join us to learn how to transform trust and safety from a potential challenge into a key differentiator in your customer support strategy.

1:15 PM - 1:55 PM

Outdoorsy Room

Networking & Meeting Scheduling

Maximize your networking opportunities through the Marketplace Risk app. Easily connect with relevant professionals by sending and accepting meeting requests, with automatic calendar synchronization and assigned locations for in-person or virtual interactions. Avoid scheduling conflicts, stay organized with reminders, and focus on building meaningful connections throughout the event.

MARKETPLACE RISK MANAGEMENT CONFERENCE

SAN FRANCISCO, MAY 12-14, 2025



CALL FOR SPEAKERS

DEADLINE: MARCH 15, 2025

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AGENDA THURSDAY 27 FEB

2:10 PM - 2:40 PM

Postmates Room

From Dock to Digital: Transforming Traditional Industries into Scalable Marketplaces | George Bonelli, Co-Founder & Managing Director, Acceleratize

This session explores how traditional industries can leverage digital platforms to disrupt markets, create new revenue streams, and scale effectively. Using SailTime as a case study, attendees will learn how to identify underserved markets, craft innovative marketplace solutions, and navigate challenges unique to non-tech-first industries. Discover actionable strategies for overcoming operational complexities, building trust in niche communities, and achieving sustainable growth in the digital era. Whether you're launching or scaling a marketplace, this talk will provide practical tools to successfully bridge the gap between legacy industries and modern digital platforms.

2:10 PM - 2:40 PM

Sittercity Room

Risk Signals Unveiled: Leveraging Identity Verification for Smarter Decision-Making | Laura Chen, Senior Product Policy Advisor, Google; Drew Fowler, Co-Owner, CoFowler Consulting; and Jeff Sakasegawa, Trust and Safety Architect, Persona

Marketplaces face constant challenges in differentiating legitimate users from bad actors. This session will delve into how platforms can proactively mitigate risks by leveraging identity verification and leading indicators. By focusing on actionable metrics, cultivating cross-functional collaboration, and fostering vendor partnerships, platforms can strengthen onboarding processes, reduce fraud, and enhance trust—all while maintaining a seamless user experience.

2:10 PM - 2:40 PM

Outdoorsy Room

Navigating the Maze: Marketplace Tax Legislation in Texas, New York, and Beyond | Stephen Kranz, Partner, McDermott, Will & Emery; Damaris Quijano, Corporate Counsel, uShip; Heather Stewart, Director of Regulatory Affairs, Marketplace Industry Association

The proliferation of online marketplaces has presented states with new challenges and opportunities regarding tax collection. This panel will delve into the complexities of marketplace tax legislation, focusing on proposed legislation including Texas's SB 265 and HB 2767, and New York's SB 173, as well as ongoing litigation with implications for businesses. Our expert panelists will provide insights into the legal landscape, practical considerations for online marketplaces, and the future of marketplace taxation. Join us as we navigate this evolving area of tax law and discuss strategies for compliance and advocacy.

2:55 PM - 3:25 PM

Postmates Room

Annotation to Automation: How T&S Risk Ops Teams Can Train Models Themselves | Abhay Antony, Director Trust & Safety, Thumbtack; and Lenin C K, Masters Candidate, Data Analytics, Texas State University

Self service your own dataset creation and AI model builds without waiting on costly ML resources using off the shelf and open source labelling tools. Use the dataset to create your own models that work for niche use cases. We will showcase a workflow that requires low-code / no-code solutions to make this happen. Balancing privacy and cost.

AGENDA THURSDAY 27 FEB

2:55 PM - 3:25 PM

Sittercity Room

Why Stop at Payments Orchestration? | Shawn Curtis, Director of Payments Sales, Solutions by Text; and Andy McHale, Senior Director of Product and Market Strategy, Spreedly

Mastering payments orchestration was just the beginning. The real competitive advantage now lies in the evolution toward open payments, a shift that takes traditional payment capabilities to the next level by fundamentally transforming them. Open payments capitalize on the robust foundation of payments orchestration, integrating state-of-the-art technologies such as open banking APIs. This evolution is not just a trend but a fundamental change that enables companies to offer unprecedented levels of personalization, security, and transaction speed. This session will explore the building blocks of payment orchestration and its role as the gateway to open payments, highlighting the strategic benefits that drive business innovation, transparency, and inclusivity. It will also examine the complexities of risk management and compliance in an open payment framework, providing the latest strategies to safeguard payments operations. Attendees will gain insights from real-world success stories of companies that have successfully transitioned to open payments and will look ahead at the future of payments in a connected world, learning how to stay ahead of the curve and lead rather than simply adapt.

2:55 PM - 3:25 PM

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#MARKETPLACE RISK EXCELLENCE PROGRAM

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Risk.

2025 EXCELLENCE PROGRAM

STAND OUT AS AN INDUSTRY LEADER!

Deadline: April 11th.

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3:25 PM - 3:45 PM

Dell JCC

Afternoon Coffee Break

Have a coffee with old friends and new colleagues.

3:45 PM - 4:15 PM

Postmates Room

Building an AI-Powered Marketplace: Automating Growth, Retention & Optimization | Avinash Joshi, Co-Founder & CTO, Cravd; and Ajith Govind Satheesh, Co-Founder & CEO, Cravd

In this presentation, we'll share our hands-on experience building an AI-powered marketplace from the ground up, focusing on three critical areas: growth automation, customer retention, and data-driven optimization. Drawing from our experience at Cravd, we'll demonstrate how AI agents reduce customer acquisition costs by automating lead engagement and chef onboarding processes. Attendees will learn how we implement AI co-pilots for chefs, develop advanced culinary assistance systems, and leverage our proprietary ChefOS to optimize chef-customer matching. We'll explore how building a robust data moat through customer preferences, feedback, and operational metrics drives continuous marketplace improvement and sustainable growth.

3:45 PM - 4:15 PM

Sittercity Room

Bridging the Divide: Strengthening Collaboration Between Platforms and Content Owners | Michael Gortovnik, Strategic Partnerships Manager, Webkyte; and Caroline Humer, Co-Founder, Trust & Safety Forum

The relationship between platforms and content owners is shaped by a shared goal—maximizing content reach and engagement—yet challenges arise in ensuring proper content identification while maintaining a seamless user experience. This session will explore the complexities of content identification, the evolving ways users attempt to circumvent such systems, and how platforms can enhance their tools to better support both content owners and users. Rather than focusing on enforcement, we'll discuss how effective content identification builds trust, creates monetization opportunities, and strengthens the platform's role as the best place for creators to grow and engage with their audience.

3:45 PM - 4:15 PM

Outdoorsy Room

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A GENDA THURSDAY 27 FEB

4:30 PM - 5:00 PM

Postmates Room

AI in Marketplaces: Trends, Challenges, and Opportunities | Colin Gardiner, General Partner, Yonder; Ryan Moser, Founder & Principal, Protean Partners; and Mikhil Raja, CEO & Co-Founder, SonicJobs

The intersection of AI and online marketplaces is reshaping digital commerce. This panel explores how AI technologies are revolutionizing marketplace operations, from personalized product recommendations to dynamic pricing and fraud detection. We'll examine real-world applications of machine learning in customer service automation, inventory management, and seller-buyer matching. Key discussions will cover the challenges of implementing AI solutions, including data privacy concerns and algorithmic bias. Attendees will gain insights into emerging trends like visual search capabilities and predictive analytics, along with practical strategies for marketplace operators to leverage AI responsibly. The session will conclude with future predictions and actionable takeaways for businesses considering AI integration.

4:30 PM - 5:00 PM

Sittercity Room

Learning from Market Research: How to Detect Fake Reviews | Henry LeGard, Founder & CEO, Verisoul; and Joey Maddox, Chief Strategy Officer, Verisoul

Just as AI renders traditional response validation useless in market research, AI reviews severely limit the effectiveness of traditional content moderation in online marketplaces.

It's time for marketplaces to take a page from market research and focus on real user authentication.

In our presentation, we'll discuss two topics. First, we'll discuss why content moderation no longer works with the rise of AI bots. Second, we'll examine how Market Research companies have solved this problem by analyzing a user's device, browser, network, email, behavior, and more, and how we can apply this approach to an online marketplace.

4:30 PM - 5:00 PM

Outdoorsy Room

Networking & Meeting Scheduling

Maximize your networking opportunities through the Marketplace Risk app. Easily connect with relevant professionals by sending and accepting meeting requests, with automatic calendar synchronization and assigned locations for in-person or virtual interactions. Avoid scheduling conflicts, stay organized with reminders, and focus on building meaningful connections throughout the event.

5:00 PM - 7:00 PM

Dell JCC

Networking Reception

Close out the Marketplace Risk Austin Conference with our Networking Reception hosted at Dell JCC! This end-of-day event offers a perfect opportunity to unwind, reflect on the day's insights, and strengthen connections with fellow attendees, speakers, and industry leaders. Enjoy refreshments in a relaxed atmosphere as you wrap up a productive day of learning and collaboration. Don't miss this final chance to network and engage with peers before concluding the conference on a high note!

A man in a dark suit and light blue shirt is speaking, gesturing with his hands. He is in the foreground, slightly to the left. In the background, several people are seated at tables, listening. The setting appears to be a conference or seminar. The text "SPEAKER BIOGRAPHIES" is overlaid on the image, with the "S" in red and the rest in white.

SPEAKER BIOGRAPHIES

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Monica Aleman-Smoot, Attorney, Texas Department of Transportation

Mónica Alemán-Smoot joined the Texas Department of Transportation (TxDOT) in October 2008. Mónica Alemán-Smoot is graduate from Southwestern University and graduated with her bachelor's degree in history and Spanish. She possesses a Master of Public Administration from Texas State University and her law degree from the University of Texas School of Law. She is licensed to practice law in the State of Texas. She is a member of the TRB Tort Liability and Risk Management Committee and currently serves as the Vice-Chair of the AASHTO Subcommittee on Risk Management.

Abhay Antony, Director, Trust & Safety - Risk Analytics & Policy, Thumbtack

Abhay Antony is a seasoned Trust & Safety and Payment Risk leader with over 12 years of experience in driving impactful change within leading Consumer Internet and Technology companies like Uber, Facebook-Meta, Thumbtack, and Roposo. Abhay is an early practitioner in leveraging Generative AI to revolutionize Trust & Safety operations. He has hands-on experience in fine-tuning models, creating LLM-based automated detection, processing, and actioning workflows.

Alyssa Bamforth, Fraud Operations Team Lead, DoorDash

Alyssa is a seasoned professional with extensive experience in fraud investigations, asset protection, and police auditing. Over the course of their career, Alyssa has worked with both private and public sector organizations to detect, prevent, and respond to fraudulent activities, ensuring the integrity and security of assets. With a deep understanding of investigative techniques and a strong commitment to ethics, her expertise includes risk management, internal controls, and conducting thorough audits to safeguard organizational assets while maintaining a focus on compliance and best practices.

Andy Bayley, Associate General Counsel, LegitScript

With over six years of regulatory experience, Andy currently serves as legal and policy support to LegitScript's ever expanding suite of monitoring areas. His current areas of regulatory focus include firearms, gambling, and tracking new and potentially dangerous products. Before joining LegitScript, Andy worked as a contract attorney gaining experience in both state level cannabis regulations and data privacy and retention laws. He holds a B.A. from Gonzaga University and a J.D. from Lewis and Clark Law School.

George Bonelli, Co-Founder & Managing Director, Acceleratize

George Bonelli is a visionary entrepreneur shaping the sharing economy long before it became mainstream. In 2001, he co-founded SailTime, a fractional boating membership model that pioneered asset-sharing years before Airbnb and Uber. Now, as Co-Founder & Managing Director of Acceleratize, he drives growth in aviation, aerospace, and software, helping innovators scale next-gen mobility solutions. A lifelong sailor and aviation enthusiast, George continues to push the boundaries of access, ownership, and innovation.

Sarah Brandt, EVP, Partnerships, NewsGuard

Sarah Brandt is Executive Vice President of Partnerships for NewsGuard, the global leader in information reliability. In that role, she manages NewsGuard's global partnerships with technology platforms, AI companies, ad tech providers, researchers, and more. Prior to joining NewsGuard, Sarah worked at Bain & Company, a global management consulting firm. She holds a Bachelor of Arts from Yale University and is based in Austin, Texas.

Karen Brio, Senior Privacy Counsel, Thumbtack

Karen Brio is Senior Counsel at Thumbtack, where she primarily focuses on privacy, data protection, and information security issues. Her privacy career has provided her with opportunities to support global companies that depend on complex technology and are impacted by new and evolving laws and regulations. She is an active member of the California and D.C. bars, an inactive member of the Maryland bar, and maintains a CIPP-US privacy certification.

Lenin Chowdary Koppula, Masters Candidate, Data Analytics, Texas State University

Lenin is a master's student in Data Analytics at Texas State University with experience in data collection, labeling, and AI model training. His background includes working on data-driven projects. Passionate about leveraging open-source tools and no-code solutions, he is eager to explore efficient and cost-effective ways to train models for niche applications while balancing privacy and scalability.

Shawn Curtis, Director of Payments Sales, Solutions by Text

Shawn Curtis is the Director of Payments Sales at Solutions by Text, leading initiatives to simplify digital payments through SMS. With a background in enterprise sales, partnerships, and payment technology, he has driven growth at companies like Spreedly and RepVue. A U.S. Navy veteran and former submarine officer, Shawn brings a strategic, problem-solving mindset to financial technology. He holds a B.S. in Chemistry from Auburn University and has extensive experience in payment processing, sales strategy, and risk management.

SPEAKER BIOGRAPHIES

Josh Cutler, Chief Technology Officer, Yardstik

Josh Cutler is the CTO at Yardstik, a measurably better background screening company. He leads the product and engineering teams who are focused on building a better platform for Yardstik's thousands of customers. Prior to Yardstik, Josh was the Chief Data Scientist at UnitedHealthcare and Technology Fellow at United Health Group. He focused on defining, evangelizing, and transforming the use of AI and improving machine learning infrastructure. Josh started his career at Microsoft and has led technology teams at several data-focused startups, including founding and leading one to acquisition. UW-Madison (undergrad) and Duke University (PhD).

Dennis Dahlmann, COO & Co-Founder, GetScale

Dennis is COO & Co-Founder at GetScale where he has spent the past 7 years focused on onboarding and recruiting marketplace supply through millions of one-on-one phone conversations. GetScale recruits over 100,000 incremental new workers each year for leading platforms ranging from rideshare & delivery, to substitute teaching & caregiving. Dennis is a firm believer in testing with your feet. He has personally applied and onboarded for dozens of gig-work platforms like Lyft, Grubhub, Shipt, Instacart, DoorDash, Uber, Papa, Instawork, GigSmart, Thumbtack, HopSkipDrive, Favor, and more.

Joe Davis, Product Innovation Leader, Google

Joe Davis leads learning product innovation at Google. He's passionate about building safe and helpful online experiences, drawing on over 10 years at Google, including leading Trust & Safety initiatives. His experience spans leading Google Play Academy and creating the first policy training team at YouTube Trust & Safety. He led Google Play's external developer education and app policy go-to-market strategy. He holds degrees from the University of San Francisco and Washington State University and lives in Austin, TX.

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.

Drew Fowler, Co-Owner, CoFowler Consulting

After 10 years in policing where Drew did everything from patrol, public information officer, detective and field training officer; Drew made the leap to the private sector.

In 2 years with Amazon's Transportation Safety and Compliance, Drew scaled the transportation network from 2k to 15k employees and over 500 locations in North America. Drew then joined Amazon Care, building out the Risk, Intel, Safety and Security team.

For the last 2.5 years, Drew was the Head of Trust and Safety at Avail Car Sharing, an incubator startup under Allstate Insurance.

Colin Gardiner, General Partner, Yonder

Colin is a marketplace geek and the General Partner of Yonder, a pre-seed marketplace fund that invests in marketplaces that create new economies. He has also been a long-time advisor to marketplaces, helping them with product growth, monetization, liquidity optimization, and strategy. Previously, he was the CPO/CRO at Outdoorsy and worked at Tripping.com, Ancestry.com, Justanswer, and the Federal Reserve.

Michael Gortovnik, Strategic Partnerships Manager, Webkyte

Michael Gortovnik has spent the past seven years leading business development and strategic partnerships in the automatic content recognition industry. He has worked directly with major platforms and rights holders to deliver innovative solutions for content management and compliance strategies. Michael holds a bachelor's degree from the University of California, Santa Barbara and is currently pursuing his MBA at Santa Clara University, where he also serves as a Senior Fellow for the Business Ethics and Human Rights Lab.

Ajay Guru, CEO, Kount

Ajay Guru is the General Manager of Equifax Digital Solutions. He leads Equifax's portfolio for fraud prevention, compliance, digital identity and disputes & chargeback solutions. Ajay has over 25 years of experience across fraud, technology, payments, consulting, and services management. He has extensive experience in managing end-to-end global fraud programs, building scalable payments and fraud products, and identifying opportunities to increase fraud process efficiency. He has designed and deployed successful fraud programs across many sectors including financial services, technology, retail banking, e-commerce, petroleum, restaurant, travel, retail, and marketplace industries.

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

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.

SPEAKER BIOGRAPHIES

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.

Caroline Humer, Co-Founder, Trust & Safety Forum

Caroline Humer is a global expert in online safety, specializing in child sexual exploitation. As an independent consultant for Webkyte, a company specializing in Automatic Content Recognition for video, she focuses on building partnerships within the Trust and Safety sector.

Avinash Joshi, Co-Founder & CTO, Cravd

Avinash Joshi, Co-Founder & CTO of Cravd, is revolutionizing home-cooked meal experiences. A passionate programmer and 10X Software Engineer, he has developed successful products, including AI B2B SaaS solutions for CPG leaders like Unilever and Pepsi. Committed to solving large problems with simple tech, Avinash is building a product-first company and seeks passionate founding team members. His innovative approach to technology and business challenges is guided by his principle: "It's Possible." At Cravd, Avinash leverages his technical expertise to create efficient, user-friendly solutions in the food tech space.

Meghan Kalliavas, Manager, Trust & Safety Intelligence, Upwork

Meghan Kalliavas has 13 years of intelligence experience supporting both the Department of Defense and private sector on a variety of complex problem sets. She joined Upwork in 2021, where she established and now leads the Trust & Safety Intelligence Team, focusing on emergent threats, organized criminal networks, and nation-state actors that pose risks to the platform and its global user base. Meghan has previously worked as an open source intelligence analyst and a military intelligence officer in various domestic and overseas assignments.

Stephen Kranz, Partner, McDermott, Will & Emery

Kranz engages in all forms of taxpayer advocacy, including audit defense and litigation, legislative monitoring and the formation and leadership of taxpayer coalitions. Steve is at the forefront of state and local tax issues, including developments arising in the world of cloud computing and digital goods and services. Before joining McDermott, Steve served as General Counsel to the Council on the State Taxation.

Amitabh Kumar, Co-Founder, Contrails.ai

Amitabh Kumar is at the forefront of global expansion as the Go-to-Market leader at Contrails.ai, a startup dedicated to AI-powered trust and safety solutions. At Contrails.ai, Amitabh is scaling his vision for enhancing online safety across international borders, leveraging cutting-edge AI to safeguard digital interactions. Amitabh spearheaded the initial Go-to-Market strategies for acclaimed online safety programs like Social Surfing and TweepSurfing. These initiatives have reached over 100,000 individuals in person across India, Nepal, and Bhutan, with workshops conducted in more than 150 cities globally.

Kristin Kupiec, Manager, Critical and Law Enforcement Response, DoorDash

Kristin Kupiec is an experienced manager specializing in Critical Response and Law Enforcement Response within the Trust & Safety domain. Known for her dedication to community safety, Kristin leads efforts to ensure timely and effective responses to critical incidents and law enforcement inquiries, safeguarding user trust and platform integrity.

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.

Henry LeGard, Founder & CEO, Verisoul

Henry LeGard is CEO and Co-Founder of Verisoul. Prior to founding the company, he worked on Neustar's \$3.1B sale to TransUnion and served as Head of Strategy for TransUnion's Chief Data Officer. His earlier experience includes roles at Bain & Company and as an early employee at a startup that reached successful exit.

Joey Maddox, Chief Strategy Officer, Verisoul

Joey Maddox serves as Chief Strategy Officer at Verisoul, where he drives strategic planning and go-to-market initiatives to protect businesses from fake accounts and fraud. Prior to Verisoul, Joey was a Private Equity Associate at Serent Capital and a consultant at Bain & Company, bringing deep expertise in growth strategy and business development. He holds dual degrees in Computer Science and Commerce from UVA, where he was selected to live on the Lawn. His unique blend of technical knowledge and business acumen helps Verisoul stay at the forefront of fraud prevention.

SPEAKER BIOGRAPHIES

Andy McHale, Senior Director of Product and Market Strategy, Spreedly

Andy has been in payments and risk for over 20 years and has served various parts of the market on both the service provider and merchant sides. Prior to Spreedly, Andy was with RetailMeNot managing product and fraud prevention for gift card sales and cash back programs. He was also a member of the teams at PayPal and eBay where he contributed to various aspects of consumer and merchant payment solutions and fraud prevention. Andy's experience also includes exposure to multiple payment disciplines as a manager and contributor to product management, fraud, and operations.

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.

Ryan Moser, Founder & Principal, Protean Partners

Ryan is a marketplace leader with 15 years of experience in AI and strategic operations. During his 11-year journey at ThredUp, from early team member to post-IPO VP of Revenue, he built the company's first AI/ML teams and pioneered data-driven pricing strategies that drove the US business to profitability. In 2024, he founded Protean Partners, a boutique consultancy where he works directly with marketplaces and consumer brands to transform pricing into a catalyst for strategic growth and market advantage.

Benjamin Newcomer, Senior Escalations Manager, Rover.com

Ben is a trust and safety leader with 13 years of experience managing critical escalations and 6 years in Trust and Safety investigations and risk management. He currently lives in Austin, TX and leads Fraud Operations, European T&S, and Global Critical Escalations teams at Rover under the supervision of his dog Ray, the very friendly Vizsla.

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SPEAKER BIOGRAPHIES

David Pickerell, CEO, GigSafe

David is the founder & CEO of GigSafe. GigSafe helps logistics companies automate compliance and secure better insurance rates - so they can focus on growing their business, not paperwork. 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. And before that he set up Uber's Las Vegas operation as a Lead Operations Manager.

Alex Popken, VP Trust & Safety, WebPurify, an IntouchCX company

Alexandra's dedication to safer online spaces is evident in her leadership within technology and content moderation, innovating to protect both users and brands. Alexandra spent a decade at Twitter as Head of Trust & Safety Operations, where she played a key role in advancing platform integrity initiatives to safeguard users, advertisers, and the company's reputation. At WebPurify, she led high-impact consulting projects, including developing scalable enforcement frameworks and conducting in-depth risk audits. Alexandra continues to focus on creating safer and more responsible online environments.

Damaris Quijano, Corporate Counsel, uShip

Damaris Quijano is a seasoned legal professional with extensive experience in navigating the complex landscape of privacy and compliance laws in the United States. As in-house counsel and DPO at uShip, Inc., a leading global transportation and shipping marketplace, she has developed and implemented best practices that ensure compliance and protect user data. Damaris has successfully guided her organization through intricacies of state, federal and international regulatory requirements, demonstrating her expertise in creating effective compliance practices and strategies.

Mikhail Raja, CEO & Co-Founder, SonicJobs

CEO & Co-Founder at SonicJobs. Building AI Agents to reinvent recruitment for companies and candidates

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.

Jeff Sakasegawa, Trust and Safety Architect, Persona

Jeff Sakasegawa is Persona's Trust & Safety Architect, boasting over fifteen years of extensive experience in the Trust & Safety domain. With a rich professional background that spans renowned companies such as Google, Facebook, Square, and Sift, he has established himself as an authority in Risk Management and Compliance matters. Jeff's expertise is not only shaped by his role as a consultant and product evangelist at Persona but is also firmly rooted in his operational journey as an individual contributor, people manager, and functional lead.

Ajith Govind Satheesh, Co-Founder & CEO, Cravd

Ajith Govind, Co-Founder & CEO of Cravd, is revolutionizing home-cooked meals experiences. A serial entrepreneur, he previously co-founded Turing Labs, raising \$20M+ in Y Combinator-backed Series A funding. His work with top CPG companies has delivered significant impact. A Computer Science graduate, Ajith holds multiple ML and AI patents. His innovations earned national recognition, including an IBM award. With 10+ years in data science and ML, he continues to solve real-world problems through ventures like Cravd. His expertise spans Deep Learning and cloud-based applications, driving tech industry innovation.

Robert Segovia, Senior Manager, Trust & Safety Operations, uShip

Robert has been a Trust and safety professional for thirteen years. Before working for uShip, he worked for Expedia. He has experience in multiple B2B multi-side marketplaces and expertise in risk, compliance, and insurance.

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.

Roy Zur, Founder & CEO, Charm Security

Roy Zur is a serial entrepreneur and investor, currently Founder & CEO of Charm Security, a platform combating scams, social engineering and human-centric fraud. Previously, he founded and led Cybint (acquired, now ThriveDX) and brings over 20 years of expertise in cyber intelligence, including service in Israel's elite Unit 8200. Roy holds degrees in law and business from Tel Aviv University and is a Wharton alumnus in Advanced Finance. He also served as an attorney at the Israeli Supreme Court and is the Founder and Chairman of the non-profit Israeli Institute for Policy and Legislation

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