

Marketplace
Risk.

MARKETPLACE RISK MANAGEMENT CONFERENCE

SAN FRANCISCO, MAY 12-14, 2025

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WELCOME

Greetings!

Welcome to the 10th anniversary of the Marketplace Risk Management Conference! We are thrilled to have you join us for this milestone event, bringing together the marketplace and digital platform ecosystem. Over the past decade, thousands of founders, leaders, and experts from around the world have come together at our conferences and summits to share knowledge, build connections, and collaborate on the critical challenges of risk management, trust & safety, regulatory compliance, legal strategy, and innovation.

This year's conference is our biggest and most impactful yet! Over the next few days, you'll have access to more than 70 insightful sessions led by 150+ expert speakers—including your peers—who are generously sharing their experiences to help advance the entire industry. A huge thank you to all of our speakers for their time, insights, and dedication to strengthening our community. Your contributions are what make this event an invaluable resource for marketplaces and digital platforms.

We also want to extend our sincere gratitude to our sponsors. Your support enables us to continue pushing the industry forward, fostering meaningful conversations, and providing a space where professionals can come together to navigate the evolving landscape of risk.

And, of course, thank you to all of our attendees! Your engagement is what makes this conference so special. We encourage you to take full advantage of the sessions, networking opportunities, and discussions ahead. This is your chance to connect, learn, and contribute to the future of our industry.

If there's anything we can do to enhance your experience, or if you'd like to get more involved, don't hesitate to reach out to me at jgottschalk@marketplacerrisk.com.

Enjoy the conference!

Jeremy Gottschalk | Founder, Marketplace Risk

Welcome to the 2025 Marketplace Risk Management Conference – Our 10th Anniversary!

A decade ago, Marketplace Risk began as a bold idea—what if there were a space where the brightest minds in marketplaces, sharing, and platforms could come together to tackle risk, trust, and safety head-on? Today, we celebrate ten years of making that vision a reality.

This isn't just a milestone—it's a movement. Over the past ten years, we've transformed conversations about risk from back-office concerns into front-line strategy. We've built a global community of leaders, operators, founders, and thinkers who understand that trust isn't a nice-to-have—it's the foundation of every successful platform.

And we're just getting started.

This year, we're not just honoring our past—we're investing in the future. The landscape is evolving faster than ever. AI, regulation, fraud, and community safety are reshaping how we operate. The next chapter belongs to those willing to lead with clarity, courage, and collaboration. That's what this conference—and this community—is all about.

To our new faces: welcome. To our returning leaders: thank you. And to everyone here this week—lean in, challenge norms, share boldly, and build fearlessly. Because the next 10 years start now.

Let's get to work.

Jessica Ballard | Advisory Board Chair

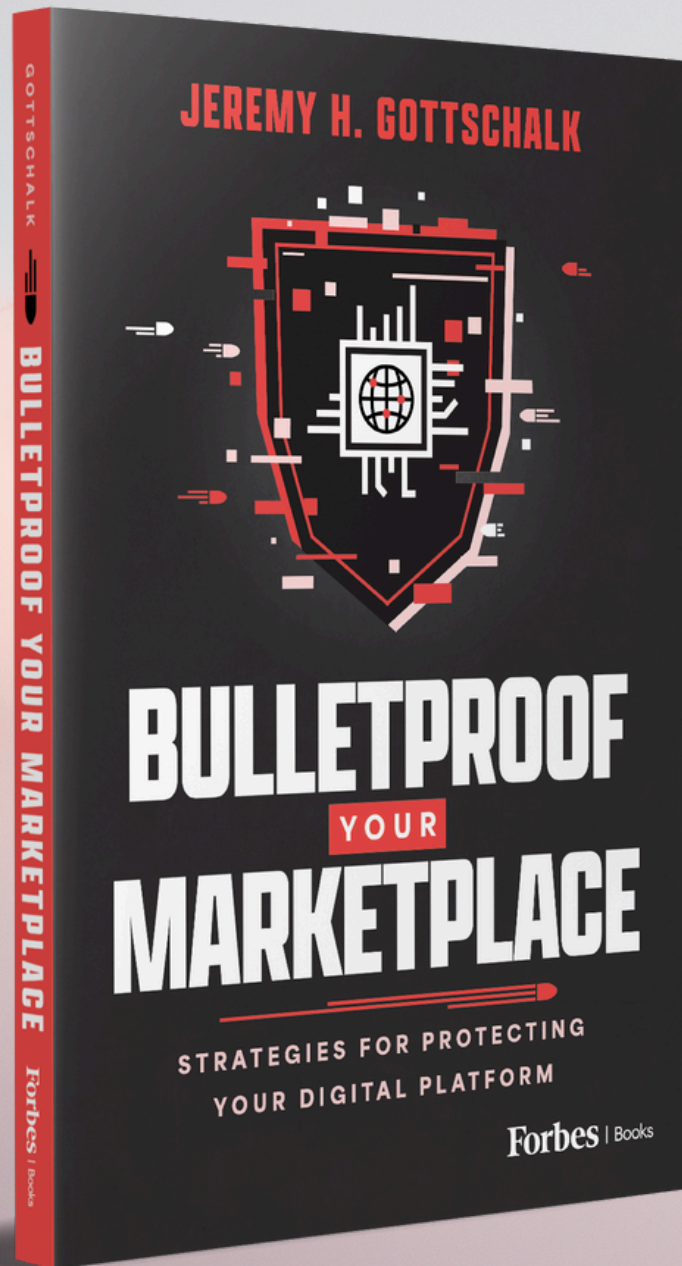
TABLE OF CONTENTS

| | |
|---------------------------------|---------|
| Sponsors | 4 |
| Marketplace Risk Advisory Board | 5 |
| Schedule At-A-Glance | 6 - 10 |
| Agenda | 12 - 34 |
| Speaker Biographies | 35 - 46 |

MARKETPLACE RISK MANAGEMENT CONFERENCE

SAN FRANCISCO, MAY 12-14, 2025

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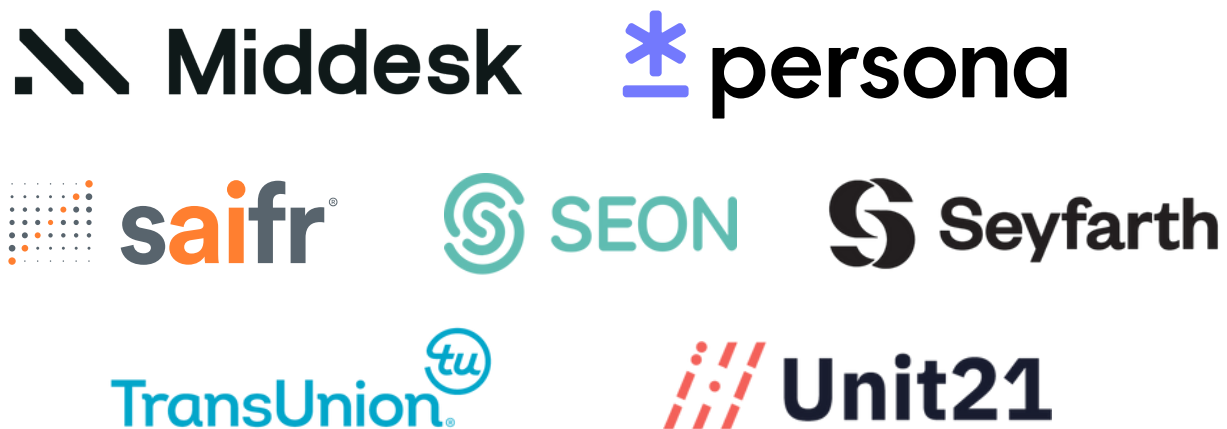
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SCHEDULE AT-A-GLANCE

MONDAY 12 MAY

1:00 PM - 5:00 PM

Bulletproof your Marketplace
Boot Camp

5:00 PM - 7:00 PM

Welcome Reception

TUESDAY 13 MAY

8:00 AM - 9:00 AM

Check In & Networking Breakfast
Vista Gallery

9:00 AM - 9:40 AM

Opening Session: Scams are
CRUSHING US - How Do We Fight
Back?

LegitScript Room

9:50 AM - 10:30 AM

SaaS for Scammers: The Rise of
Fraud-as-a-Service

Incognia Room

The KYC Trap: How Legacy
Verification Fuels AI-Powered Fraud

Seyfarth Room

10:45 AM - 11:15 AM

Trust, Safety, and Fraud Prevention:
The Three Musketeers of a Secure
Marketplace

Incognia Room

Winning with AI: How Marketplaces
Can Leverage Tech to Accelerate
Growth

Checkr Trust Room

Build Trust, Not Traps: Scam
Discernment Ability on Online
Platforms

Seyfarth Room

Fake Businesses are Scamming
Marketplace Buyers. Here's How to
Stop Them

LegitScript Room

11:30 AM - 12:00 PM

Driving Growth with Integrated and
Layered Trust and Safety Signals

Incognia Room

Mitigate Your Risk by Understanding
Effective Legal Background Checks
and Other Screening Tools

Seyfarth Room

More Data, More Problems: Why
Smarter Signals Win

LegitScript Room

12:15 PM - 12:45 PM

Rethinking Earner Onboarding:
Balancing Trust to Maximize
Growth

Incognia Room

12:15 PM - 12:50 PM

Crisis-Proofing Your Marketplace:
Strategies for Resilience and Risk
Management

Incognia Room

12:15 PM - 12:55 PM

The Internet's Adolescence: The State
of Online Child Safety in 2025

Seyfarth Room

12:15 PM - 1:00 PM

Disrupting Fraud Networks: The Key
to Ending Pig Butchering Scams

LegitScript Room

12:45 PM - 1:30 PM

Networking Lunch

Vista Gallery

1:00 PM - 1:30 PM

The Marketplace Industry Association:
Advocacy, Resources, and Growth for
Online Marketplaces

LegitScript Room

1:30 PM - 2:00 PM

Driving Up the Risk: How Fraud
Impacts Your Insurance Exposure

Incognia Room

Screening's Next Frontier: Evolving
Practices for Enhanced Hiring
Outcomes

Checkr Trust Room

Revolutionizing Marketplace
Payments - How Pay by Bank
Balances Growth and Security

Seyfarth Room

How to Stay Ahead of Global
Regulations and Trends: Using
Deep Intelligence to Shape Policy
and Mitigate Risk

LegitScript Room

2:15 PM - 2:45 PM

Driver Gains, Insurance Pains:
How Gig Platforms Can Control
Rising Insurance Costs

Incognia Room

Building Trust: Strategies for
Preserving Key Relationships
While Resolving Marketplace
Disputes

Checkr Trust Room

2:45 PM - 3:10 PM

Know Your Vendor Break -
Hosted by SEON

Vista Gallery

3:10 PM - 3:40 PM

Beyond Background Checks:
Building a High-Trust, High-Impact
Trust & Safety Team

Incognia Room

The Fraud Prevention Debate:
Build, Buy, or Both?

Checkr Trust Room

The Power of Transparency: How
Any Trust & Safety Team Can
Share Their Impact

Seyfarth Room

Scaling Content Moderation with
Policy, AI and Other Tools

LegitScript Room

3:55 PM - 4:25 PM

Tradeoffs & Sadness No Longer:
How LLMs Enable Human-Level
Accuracy

Incognia Room

SCHEDULE AT-A-GLANCE

Endangered Species in E-Commerce:
Risks, Challenges & Enforcement
Strategies

Checkr Trust Room

Scaling Trust, Leading Teams:
Building High-Performance Trust &
Safety Organizations

Seyfarth Room

Trust Issues: Protecting
Marketplaces from Fraudsters,
Spammers, and Jerks

LegitScript Room

4:40 PM - 5:10 PM

AI and Antitrust: Navigating the
New Frontier

Incognia Room

First-Party Fraud 2.0: Synthetic
Identities, Face Swaps & Deepfake
Manipulation

Checkr Trust Room

Beyond Disputes: How AI is
Revolutionizing Marketplace
Chargeback Defense

Seyfarth Room

How to Use LLMs for Content
Moderation in Production
Environments

LegitScript Room

5:10 PM - 6:30 PM

Mix & Mingle

Vista Gallery

6:30 PM - 8:30 PM

Dine & Network Program Dinners

Various Locations

WEDNESDAY 14 MAY

8:00 AM - 9:00 AM

Check In & Networking Breakfast

Vista Gallery

9:00 AM - 9:40 AM

Opening Session

LegitScript Room

9:50 AM - 10:30 AM

Scaling New Product Launches:
Mitigating Risk in Rapid Product
Expansion

Incognia Room

Scaling Global Marketplaces:
Balancing Growth, Innovation,
and Risk in the Age of AI

Checkr Trust Room

The 'New GDPR': Accessibility
Requirements across the US and EU

Seyfarth Room

Navigating the Dispute Minefield: Legal,
Regulatory, and Policy Considerations
in Customer Resolution

LegitScript Room

10:45 AM - 11:15 AM

Protecting Sellers from Fraud and
Abuse on Marketplaces

Incognia Room

Digital Identity Crisis: Trust in the Age
of AI

Checkr Trust Room

Know the Value Proposition of Privacy

Seyfarth Room

Building Trust: Integrating Special
Investigations Unit Expertise into
Marketplace Trust & Safety Strategies

LegitScript Room

11:30 AM - 12:00 PM

Keeping Online Marketplaces Safe in
the World of AI

Incognia Room

Media Relations for Crises Involving
User-Generated Content

Checkr Trust Room

Leading Through Influence: Achieving
your Trust and Safety Goals When
You're Not the Final Decisionmaker

Seyfarth Room

Terms of Use 101 – Clickwraps and
Current Issues, including B2B
Terms

LegitScript Room

12:15 PM - 12:45 PM

Building Buy-In: Getting Trust &
Safety Started in Your Organization

Incognia Room

12:15 PM - 12:55 PM

Cool Controls for a Better Online
Environment

Checkr Trust Room

12:15 PM - 1:00 PM

The Rise of Scams: Protecting Your
Marketplace and Rebuilding Trust

LegitScript Room

12:45 PM - 1:30 PM

Networking Lunch

Vista Gallery

1:30 PM - 2:00 PM

Ensuring Trust in Digital
Marketplaces: The Growing
Importance of KYB

Incognia Room

Legal Landscape Governing
Generative AI & Your
Marketplace Platform

Checkr Trust Room

Preparing for an IPO and Other
Paths to Capital and Liquidity

Seyfarth Room

Platform Integrity - Building a
Trusted Experience

LegitScript Room

2:15 PM - 2:45 PM

Top Generative AI Cybersecurity
Risks and Securing your
Marketplace

Incognia Room

Workshop Part 1: Create your Own
Trust and Safety AI Agent

Checkr Trust Room

SCHEDULE AT-A-GLANCE

Taxing Marketplaces – How We Got Hit So Hard and Where Things Are Going: A Discussion on State Tax Burdens

Seyfarth Room

The Future of Content Moderation - DC, the FTC & the States

LegitScript Room

2:45 PM - 3:10 PM

Know Your Vendor!

Vista Gallery

3:10 PM - 3:40 PM

ATO Defense Playbook: Safeguarding Users from Takeovers & Scams

Incognia Room

Workshop Part 2: Create your Own Trust and Safety AI Agent

Checkr Trust Room

Unmasking Deepfakes: Revolutionizing Trust & Safety for Platforms

Seyfarth Room

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Why MarketView?

Trusted by the world's biggest marketplaces, **MarketView** is the only fully automated, AI-driven solution that identifies and eliminates hazardous, counterfeit, and illicit products in your portfolio.

SPEED

Scan, detect, and automatically **remove infringing items in minutes**

SCALE

Handle tens of millions of items daily, enabling you to grow your portfolio quickly without sacrificing safety

TECHNOLOGY

AI powered platform with continuously optimized models delivering relevant, actionable findings

ENRICHED DATA

Our models have been trained on **over 10.4 billion products** and are continuously improving via daily data feeds

CUSTOMIZATION

Unmatched capability to **tailor the solution** to your evolving needs, such as your Terms of Service

NO CODE INTEGRATION

Flexible integration options via UI, API or file exchange to enable quick implementation with existing systems

Product-level risk intelligence for the ecommerce ecosystem

Scan

Millions of products across multiple regions and categories

30M

items scanned per day

Analyze

Billions of product-level data points including text, images, and metadata

90%

precision

Identify

Illicit products automatically, within minutes

5 mins

to detect suspicious products

Eliminate

Suspicious products based on your marketplace Terms of Service

95%

of findings actioned automatically

Protect your platform from illicit activity that can cause financial losses and damage your brand. Contact us at info@everc.com

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AGENDA MONDAY 12 MAY - TUESDAY 13 MAY

MONDAY

1:00 PM - 5:00 PM

LegitScript Room

Bulletproof your Marketplace Boot Camp | Steve Craig, Founder & Chief Enablement Officer, PEAK IDV; Nick Furtwengler, Tax Senior Manager, Miller Cooper & Co.; and Jeremy Gottschalk, Founder, Marketplace Risk

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

Join fellow attendees at the Welcome Reception as we kick off the start of the 2025 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 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.

TUESDAY

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

Scams are CRUSHING US - How Do We Fight Back? | Erin West, Founder, Operation Shamrock

Transnational organized crime has embedded itself into the global digital economy, operating at an industrial scale to execute sophisticated scams that are draining a generation's wealth. As platforms, governments, and users struggle to keep pace, the threat continues to evolve — and accelerate.

In this powerful opening session, we'll explore why the problem is far more complex than it appears on the surface. Drawing on real-world data and frontline insights, we'll uncover the scale, structure, and tactics of organized scam operations — and more importantly, spotlight actionable solutions that marketplaces and digital platforms can deploy today to disrupt this growing threat.

SESSIONS

9:50 AM - 10:30 AM **SaaS for Scammers: The Rise of Fraud-as-a-Service** | Elena Michaeli, PM Marketplace Risk Strategy, Walmart Marketplace; and Eduardo Pires, Head of Industry, Incognia
Incognia Room

Fraud isn't just a game of cat and mouse anymore—it's a business. From phishing kits to gen AI tools, the barrier to entry for fraud has never been lower. In this session, Elena Michaeli (PM Marketplace Risk Strategy, Walmart Marketplace) and Eduardo Pires (Head of Industry, Incognia) unpack the growing ecosystem of Fraud-as-a-Service (FaaS), where pre-packaged tools, step-by-step guides, and subscription models empower even novice bad actors to launch sophisticated attacks at scale. We'll explore: - The evolution of fraud tooling including gen AI, app cloning, virtualizers and image injection- Real-world examples of FaaS being used to exploit gig economy platforms - How companies can adapt their defenses to combat increasingly sophisticated tooling

Whether you're on the front lines of fraud prevention or shaping risk strategy, this session will help you understand the infrastructure powering modern fraud—and what it takes to prevent it.

9:50 AM - 10:30 AM **The KYC Trap: How Legacy Verification Fuels AI-Powered Fraud** | Shivendra Kishor, Sr. Director, Fraud, Abuse, Identity & Reconciliation, Instacart; Ranjan Reddy, Founder & CEO, Bureau; Holly Sandberg, Director, Trust & Safety, Reverb; and Gagan Sekhon, Director of Product Manager, Upgrade
Seyfarth Room

KYC isn't just failing—it's enabling long-term fraud. Fraudsters exploit static identity checks to create, recycle, and resell accounts, sustaining large-scale fraud rings. AI-powered fake documents, stolen and recycled credentials, and device manipulation keep fraudulent accounts active and undetected. This session uncovers how fraudsters turn outdated KYC into an asset and how platforms can leverage AI-powered fraud intelligence to track, disrupt, and prevent account recycling. Key Takeaways: (1) How fraud rings use AI to recycle, resell, and re-use fraudulent accounts; (2) Why static KYC models create blind spots that enable long-term fraud; and (3) AI-driven solutions for detecting account recycling and shutting down fraud loops.

10:45 AM - 11:15 AM **Trust, Safety, and Fraud Prevention: The Three Musketeers of a Secure Marketplace** | Noam Livnat, Group Manager, Payments Risk Product Management, Google; Tejas Morabia, Head of Engineering - Buyer Risk, eBay; and Catherine Porter, CBO, Prove
Incognia Room

In an era dominated by AI and rapid technological advancements, online marketplaces are dealing with increasing waves of impersonators, fraudsters, bots, scams, and inappropriate content. These elements not only create significant challenges for online marketplaces, but also erode trust in online interactions and weaken consumer confidence in established brands.

We know your business best

End your business verification bottleneck with Middesk



AGENDA TUESDAY 13 MAY

10:45 AM - 11:15 AM **Winning with AI: How Marketplaces Can Leverage Tech to Accelerate Growth** | **Fernando Castellanos, CRO, EverC; and Quincy Faison, CEO, Bonanza**
Checkr Trust Room

How does a small-to-midsized marketplace gain competitive advantage in a world dominated by huge players? By leveraging technology. Bonanza's goal is to build personalized experiences and genuine partnerships with sellers, offering them a platform with a full complement of streamlined, cost-effective services including marketplace, operations, payments, and more. By pinpointing problem products with technology-driven solutions, Bonanza is able to automate risk management, which enables the platform to grow without sacrificing trust and safety. This session highlights the importance of strategic technology integration in maintaining compliance, protecting ecommerce brands and consumers, and enabling scalability. Join us to learn more about how AI-driven technology is fueling growth for marketplaces of all sizes.

10:45 AM - 11:15 AM **Build Trust, Not Traps: Scam Discernment Ability on Online Platforms** | **Sujata Mukherjee, Sr Director - CX & Trust Product Management, Upwork**
Seyfarth Room

Online scams erode user trust and cost platforms billions. With fraud complaints soaring, proactive design is crucial. In this presentation, we'll explore actionable strategies to build scam resistance into online marketplaces. We'll discuss successful case studies, share key design principles, and explore the Scam Discernment Ability Test (SDAT-10). This scale allows product leaders to measure user resilience, A/B test interventions, and ensure their platform builds trust and empowers users to stay safe.

10:45 AM - 11:15 AM **Fake Businesses are Scamming Marketplace Buyers. Here's How to Stop Them** | **Andrea Hong, Product Lead, Middesk; and Kimmie Restificar, Sr. Director, Operations, Clutch**
LegitScript Room

It's a good time to be an online marketplace. Global sales have doubled from \$2 trillion to \$4 trillion in just 6 years. 400,000 businesses are being formed in the U.S. every MONTH, and for many, one of the first steps those newly-formed businesses take is to set up their marketplace storefronts. But there's a problem. Most marketplace onboarding programs are built around individual sellers, even as marketplaces attract more professional sellers—and imposters—as they grow. Fraudsters are increasingly exploiting this gap in identity verification with synthetic identities that can be extremely difficult to spot. This panel will discuss the rise of synthetic identity fraud, the unique business risks that individual identity verification overlooks, and the strategies marketplaces can adopt to detect and mitigate these risks to their online communities.

11:30 AM - 12:00 PM **Driving Growth with Integrated and Layered Trust and Safety Signals** | **Cecilia Seiden, Vice President - Retail, Ecommerce, and Marketplace Strategy, TransUnion; and Mike Wilkins, Vice President, Trust & Safety, Turo**
Incognia Room

In today's fast-evolving gig economy, mastering trust and safety is essential for driving growth. From onboarding new users to mitigating fraud and risk and managing disputes, integrating diverse digital and offline insights is key to building a top-tier service for consumers, workers, and peer-to-peer providers alike. Join TransUnion and Turo, a leading peer-to-peer car sharing service, for an engaging panel discussion on the importance of integrating comprehensive data signals, models, and investigative tools into your trust and safety strategies. Explore how these layered data sources can transform operations and drive more efficient, secure, and streamlined user experiences.

AGENDA TUESDAY 13 MAY

11:30 PM - 12:00 PM **Mitigate Your Risk by Understanding Effective Legal Background Checks and Other Screening Tools** | Pamela Devata, Partner, Seyfarth Shaw LLP *Seyfarth Room*

Not all background checks are created equally. This session will focus on types of checks available for risk mitigation: what they are and are not, what laws to be aware of that specifically apply to Marketplaces, and other types of services/searches like Identity verification and how those may also be regulated.

11:30 PM - 12:00 PM **More Data, More Problems: Why Smarter Signals Win** | Nick Gunn, SVP, Revenue, Seon; and Theodora Skeadas, Community Policy Manager, DoorDash *LegitScript Room*

The fraud prevention arms race has pushed companies to hoard data—but more isn't always better. This session challenges the assumption that volume equals value, revealing how fraudsters exploit the blind spots in massive, low-context datasets. We'll explore why high-trust, high-context signals—those with clear provenance and behavioral depth—deliver sharper, faster fraud detection. Attendees will learn how to move beyond consortium-based noise toward precision insights that scale, and why the next generation of fraud solutions will be won by those who prioritize data quality over data quantity.

12:15 PM - 12:45 PM **Rethinking Earner Onboarding: How TaskRabbit Balances Trust to Maximize Growth** | Josh Cutler, Chief Technology Officer, Yardstik; Sidra Khan, Manager, Compliance & Risk, Taskrabit; and Laura Milanez, Head of Solutions Engineering, Persona *Incognia Room*

New earners—like couriers, drivers, and taskers—fuel gig-economy marketplaces. But clunky onboarding drives up costs, blocks qualified applicants, and still lets fraudsters slip through. So how do you stay fast, fair, and fraud-resistant? Smarter onboarding.

Join Taskrabit, Yardstik, and Persona as they share actionable tips and real-world strategies for rethinking onboarding—especially in today's fraud-heavy landscape. You'll learn how leading marketplaces are using real-time signals, dynamic ID verification, and adaptive background checks to cut costs, expand access, and keep bad actors out.

12:15 PM - 12:55 PM **Crisis-Proofing Your Marketplace: Strategies for Resilience and Risk Management** | Mark Schlosser, Head of GTM, Checkr Trust; and Mike Wilkins, Vice President, Trust & Safety, Turo *Checkr Trust Room*

In an ever-evolving digital landscape, unexpected crises can pose significant threats to your marketplace's stability and reputation. Effective crisis management hinges on a two-pronged approach to risk management—proactively mitigating potential threats and reactively managing challenges as they arise. Join Checkr Trust and Turo as they share their experience with the complexities of crisis management and risk mitigation in the marketplace.

This session will explore how you can protect your business and community when the unimaginable occurs. Learn how to derisk your operations by understanding critical data points—such as criminal, identity, and driver information—that can provide a holistic view of individuals. Discover how to integrate insights and layer data risk signals to not only enhance management strategies but also inform how to respond and adapt to incidents.

We'll also discuss the importance of shaping policy to minimize corporate risks while driving strategic growth. You'll gain a deeper understanding of how to maintain marketplace safety, protect assets and brand reputation, prevent fraud, and effectively handle crises.

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

1

Craft dynamic user experiences

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

2

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.

3

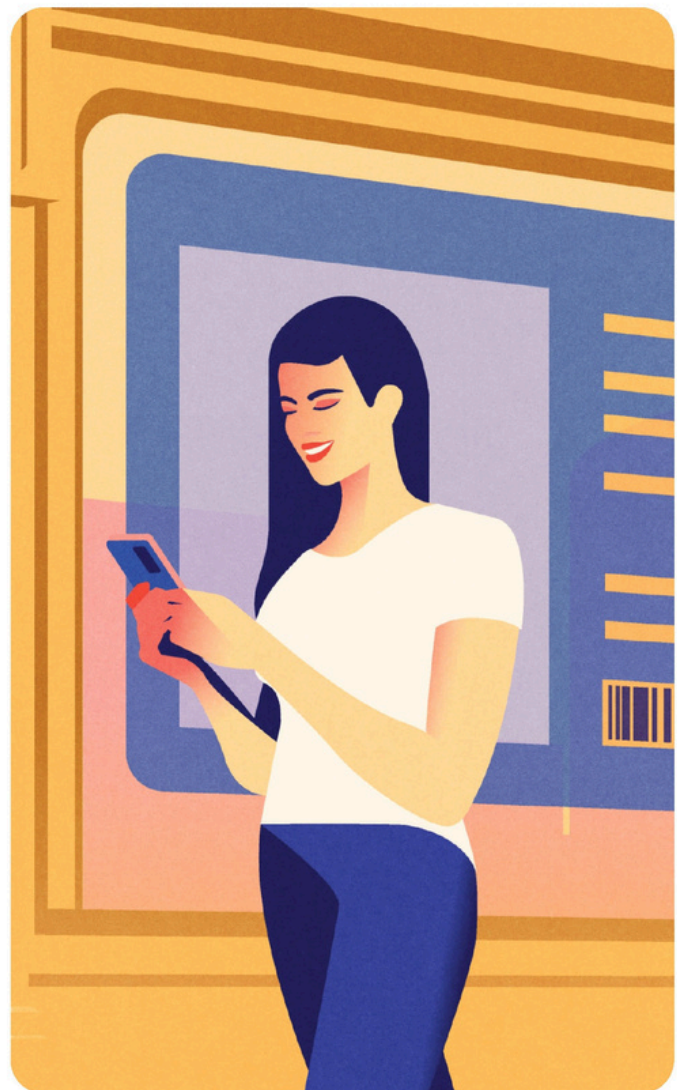
Proactively discover and block any type of fraud

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

4

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.



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AGENDA TUESDAY 13 MAY

12:15 PM - 12:55 PM **The Internet's Adolescence: The State of Online Child Safety in 2025** | Henry Adams, Director Trust & Safety, Resolver; and Stephen Balkam, CEO & Founder, Family Online Safety Institute; and Terry Chen, Chief Information Officer & VP of Global Relations, Modulate
Seyfarth Room

Netflix's astonishing new drama Adolescence has propelled the formative and distinct period of children's lives to the forefront of public discourse. So too, is the internet in its own adolescence: no longer in relative infancy, tech platforms and services of all shapes and sizes are building holistic solutions to counter ever-evolving threats. This panel debates the state of child safety in a year of relative upheaval, as regulatory regimes mature and politics plays a role in Trust & Safety more than ever before.

Is the pace of child protection work keeping up with the threat dynamic? Is it enough to be best-in-class in one or two places children play, as they move across the internet each day? What are the shifting sands of responsibility between governments, platforms and parents? What is missing from a truly whole-of-society approach? Industry experts will debate these central themes before inviting Q&A.

12:15 PM - 1:00 PM **Disrupting Fraud Networks: The Key to Ending Pig Butchering Scams** | Scott Bright, Founder & CEO, BrightCheck; Nic McKinley, Founder & CEO, Ten Point Data; and Erin West, Founder, Operation Shamrock
LegitScript Room

This session explores how social and financial platforms can collaborate to combat the growing threat of pig butchering scams. We'll analyze how fraudsters exploit social engineering and financial loopholes, highlighting case studies and cross-industry vulnerabilities. Key learning points include identifying early warning signs of scams, leveraging shared intelligence between platforms, and implementing joint fraud prevention strategies. Attendees will gain actionable insights on fostering collaboration, deploying advanced detection tools, and educating users to build a unified front against these schemes. Together, we can enhance trust, safety, and resilience across industries to stop pig butchering at its source.

12:45 PM - 1:30 PM **Networking Lunch**
Vista Gallery

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

1:00 PM - 1:30 PM **The Marketplace Industry Association: Advocacy, Resources, and Growth for Online Marketplaces** | Jeremy Gottschalk, CEO & Founder, Marketplace Risk; Damaris Quijano, Corporate Counsel, uShip; Adam Schlosser, General Counsel, Poshmark; and Heather Stewart, Managing Director, Red Maple Strategies
LegitScript Room

Learn how the Marketplace Industry Association (MIA) champions the interests of online marketplaces and digital platforms through impactful advocacy. Discover valuable resources, best practices, and networking opportunities available to members, designed to foster growth and success in the evolving digital landscape.

1:30 PM - 2:00 PM
Incognia Room

Driving Up the Risk: How Fraud Impacts Your Insurance Exposure | Joe Midthlyng, Director of Enterprise Accounts, Incognia; and Garrett Olson, Head of Insurance & ERM, Wolt

As gig and marketplace platforms scale, account integrity for couriers, drivers, and users is critical to unlocking growth, reducing risk, and maintaining trust. This panel explores how strong identity and integrity signals impact insurance strategy, cost reduction, and new revenue opportunities. We'll dive into the operational and fraud-related implications of account abuse, and highlight how cross-functional collaboration—spanning risk, product, operations, and engineering—can drive real impact. Panelists will share internal processes, technology approaches, and lessons learned in building resilient, trustworthy platforms at scale.

1:30 PM - 2:00 PM
Checkr Trust Room

Screening's Next Frontier: Evolving Practices for Enhanced Hiring Outcomes | Brittany Adams, Vice President of Risk Intelligence, Equifax; Derek Jones, Vice President of Product Management, Equifax, and Lydia Wray, Vice President of Product Management, ClearStar

In today's evolving digital landscape, robust risk mitigation is crucial. This session explores advanced background screening practices for platform safety. Equifax and ClearStar experts will discuss data-driven enhancements like refined identity verification and dynamic risk assessments. Learn how faster, more reliable data, continuous monitoring, and innovative screening strategies can help navigate changing regulations and build trust. Attendees will gain better insights into refined screening's benefits for platform integrity amid evolving threats.

1:30 PM - 2:00 PM
Seyfarth Room

Revolutionizing Marketplace Payments - How Pay by Bank Balances Growth and Security | Keith Briscoe, VP Member Advocacy, Merchant Risk Council; and Craig McDonald, Chief Business Officer, Enterprise, Trustly, Inc.

Join Trustly, the global leader in Pay by Bank, alongside marketplace merchants as they discuss the unique payment challenges facing marketplaces today. This panel will explore how Open Banking-powered Pay by Bank solutions help marketplace operators balance competing priorities of rapid seller onboarding, thorough risk assessment, high approval rates, and low transaction costs.

Leave with practical insights on how Pay by Bank can transform your marketplace operations while strengthening your security posture.

AGENDA TUESDAY 13 MAY

1:30 PM - 2:00 PM

LegitScript Room

How to Stay Ahead of Global Regulations and Trends: Using Deep Intelligence to Shape Policy and Mitigate Risk | Ted James, Associate Counsel, LegitScript; and Nuri

Nusrat, High Risk and Regulated Goods & Bullying Policy Lead, North America, Tik Tok

Marketplaces and other online platforms must constantly revisit and stress test their policies to ensure they are properly mitigating risk while providing sufficient room for growth. But what happens when a new regulation or trend upends those policies? In this panel discussion with industry leaders, we talk about how to use targeted intelligence to shape your decisions and manage your risk, including: developing a regulatory framework for high-risk products that includes enforcement awareness; understanding the way in which data, monitoring, and policy inform and refine each other; and tackling evasion tactics for repeat offenders and networks.

2:15 PM - 2:45 PM

Incognia Room

Driver Gains, Insurance Pains: How Gig Platforms Can Control Rising Insurance

Costs | Brendan Bellefeuille, Senior Sales Director, Cambridge Mobile Telematics; and Theodora Skeadas, Community Policy Manager, DoorDash

Insurance costs are a mounting challenge for gig platforms. Leading Transportation Network Companies (TNCs) already spend billions on coverage. Other gig platforms are bracing for insurance costs to explode, potentially adding hundreds of millions in expenses. With claims growing, insurers are urging gig companies to adopt strategies to lower risk. This session will explore the rapidly evolving insurance landscape for gig drivers and the strategies companies can use to proactively manage rising costs.

2:15 PM - 2:45 PM

Checkr Trust Room

Building Trust: Strategies for Preserving Key Relationships While Resolving Marketplace Disputes | Jessica Ballard, VP- Risk, Claims, CX, Outdoorsy / Roamly; Rich

Lee, CEO & Founder, New Era ADR; Kimmie Restificar, Sr. Director, Operations, Clutch; and Collin Williams, Founder & Chairman, New Era ADR

Customer and partner disputes in business are inevitable, but the things a marketplace does before, during, and after a dispute are critical to maintaining the relationships that these businesses rely on to grow and succeed.

In this presentation, Rich Lee and Collin Williams, co-founders of New Era ADR (and Collin, a former GC of Reverb, a marketplace company acquired by Etsy) will share how marketplaces can resolve conflicts efficiently while maintaining trust between buyers, sellers, and platform operators. Along with other panelists, they will explain how to protect reputations and preserve valued relationships while preventing disputes from escalating publicly.

2:45 PM - 3:10 PM

Vista Gallery

Know Your Vendor Break - Hosted by SEON

Take this time to visit the exhibitor space and connect with the solution providers and vendors on site. Explore the latest innovations in trust & safety, risk management, and legal compliance — all designed to help protect your platform, your users, and your business. Discover essential tools, build valuable connections, and stay ahead of emerging risks.

AGENDA TUESDAY 13 MAY

3:10 PM - 3:40 PM

Incognia Room

Beyond Background Checks: Building a High-Trust, High-Impact Trust & Safety Team | Jessica Ballard, VP- Risk, Claims, CX, Outdoorsy / Roamly; and Iker Lazlo, Director of Trust & Safety, Outdoorsy / Roamly

As the trust & safety landscape evolves, so do the qualities that define exceptional hires. This session will explore what makes a truly great T&S team member beyond just technical expertise — diving into the balance of empathy, resilience, and sound decision-making. Learn how to vet candidates for integrity, discretion, and crisis response, while also navigating the shifting dynamic between human judgment and AI automation. Walk away with actionable insights to strengthen your team in an increasingly complex environment.

3:10 PM - 3:40 PM

Checkr Trust Room

The Fraud Prevention Debate: Build, Buy, or Both? | Megan Doxtator, Fraud Operations Supervisor, Patreon; and Kevin Lee, SVP Customer Experience, Trust and Safety, Sift

Strong fraud prevention is a must-have for protecting revenue and customer trust, but should you build an in-house solution or buy from a provider? In this session, Sift's Kevin Lee and Patreon's Megan Doxtator cover the key factors to consider in your decision, including company lifecycle, resources, and the importance of digital identity insights in fraud detection. They'll explore the pros and cons of both approaches—customization and control vs. rapid deployment and expert guidance—while sharing real-world examples. Attendees will leave with a clear framework to evaluate their fraud prevention needs, whether they build or buy.

3:10 PM - 3:40 PM

Seyfarth Room

The Power of Transparency: How Any Trust & Safety Team Can Share Their Impact | Elena Michaeli, PM Marketplace Risk Strategy, Walmart Marketplace; and Tina VanBrunt, Global Board of Directors, Merchant Risk Council

Transparency reports in trust and safety are often linked to major online platforms, but even smaller teams can benefit from sharing their insights and efforts. Join us to hear from experts who have successfully published transparency reports for their companies. Discover practical steps to navigate the process, secure stakeholder support, and effectively share your findings with your audience. Don't miss this opportunity to elevate your trust and safety initiatives and share your own original thinking with the trust & safety community!

3:10 PM - 3:40 PM

LegitScript Room

Scaling Content Moderation with Policy, AI and Other Tools | Karine Mellata, Co-Founder & CEO, Variance; Jimmy Toy, Chief Legal Officer, Artcore Group; and Olia Valigourskaia, Founder & CEO, Webkyte

Learn from each others' policies and tools for finding and removing unsafe content, in particular content that may infringe third-party IP rights and unsafe content like nudity and AI deepfakes. Discussion of new tools attendees are using, in particular AI. Share experiences on how attendees manage the full spectrum of litigation risk from UGC, including establishing a factual record, operating within legal safe harbors for online intermediaries, averting litigation through de-escalation, settlement strategy, e-discovery, summary judgment, and appeal.

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AGENDA TUESDAY 13 MAY

3:55 PM - 4:25 PM

Incognia Room

Tradeoffs & Sadness No Longer: How LLMs Enable Human-Level Accuracy | Ben Guzovsky, Member of Technical Staff, SafetyKit; and Kendrick McDonald, Marketplace Policy Manager, Etsy

Talk, we present how large language models (LLMs) break the cycle of “tradeoffs and sadness” by delivering both scale and nuance. By harnessing advanced natural language processing techniques, LLM-based systems match or exceed human-level accuracy without sacrificing efficiency. We'll explore how to train, integrate, and supervise these systems for real-time policy enforcement across languages, platforms, and cultural contexts. Attendees will also learn powerful, concrete strategies for ensuring fairness, transparency, and reliability, all while staying ahead of constantly evolving risks.

3:55 PM - 4:25 PM

Checkr Trust Room

Endangered Species in E-Commerce: Risks, Challenges & Enforcement Strategies | Polen Cisneros, Program Manager, IFAW

The online marketplace landscape presents unique challenges in preventing the sale of endangered species products, often slipping through enforcement gaps. This session will explore how illegal wildlife trade manifests in e-commerce, the legal and ethical risks marketplaces face, and the role of proactive policy enforcement. In collaboration with IFAW, this talk will provide insights into effective detection methods, compliance strategies, and the importance of industry-wide collaboration. Attendees will gain practical knowledge on identifying high-risk listings, understanding global wildlife trade regulations, and implementing scalable trust and safety measures to mitigate risk while protecting endangered species.

3:55 PM - 4:25 PM

Seyfarth Room

Scaling Trust, Leading Teams: Building High-Performance Trust & Safety Organizations | Brittany LaBarge, Director of Trust & Safety, Poshmark; and Heather Stewart, Director of Regulatory Affairs, Marketplace Industry Association

In the rapidly evolving digital landscape, trust and safety are paramount. As platforms grow, so does the complexity of maintaining a secure and positive user experience. This panel brings together seasoned leaders from prominent online marketplaces and social platforms to discuss best practices for building and scaling high-performing Trust & Safety teams. We'll delve into strategies for talent acquisition, team culture, process optimization, and leadership approaches that foster innovation and resilience. Join T&S experts as they share their insights on navigating the challenges and opportunities of leading Trust & Safety in a dynamic environment.

3:55 PM - 4:25 PM

LegitScript Room

Trust Issues: Protecting Marketplaces from Fraudsters, Spammers, and Jerks | Steve Knopf, VP, Product Strategy, DataVisor; and Nicole Pauls, Senior Principal Product Manager, OfferUp

Today's marketplace scams have evolved far beyond simple fraud, now including sophisticated buyer-seller collusion rings, account takeovers, payments and shipping/returns fraud. With money moving quicker than ever, today's scammers operate faster than many marketplaces can detect and easily bypass the vigilance of savvy consumers. In this session, OfferUp and DataVisor will share real-world marketplace risks and practical approaches to combat them. We'll explore detection strategies including scoring systems, rules implementation, and how AI-powered technology works in real-time to identify suspicious patterns across seemingly unrelated accounts. You'll leave with actionable insights that strengthen your marketplace defenses.

AGENDA TUESDAY 13 MAY

4:40 PM - 5:10 PM

Incognia Room

AI and Antitrust: Navigating the New Frontier | Heather M. Burke, Partner, Faegre Drinker; Stephen Fusco, Data Privacy Officer & Senior Counsel, Danone; and Mary Hershewe, Associate, Faegre Drinker

In this session, we will explore the intersection of artificial intelligence (AI) and antitrust laws in the United States. As AI becomes integral to business operations, it raises significant antitrust concerns. We will discuss how AI can potentially facilitate collusive behavior, such as price-fixing through shared algorithms, and how it might entrench market dominance by large firms, stifling competition and innovation. We will also examine recent actions by the Federal Trade Commission (FTC) and the Department of Justice (DOJ) to address these issues, highlighting key cases and regulatory responses. Attendees will gain insights into the legal landscape, practical implications for businesses, and strategies to ensure compliance while leveraging AI's benefits. This session aims to equip privacy professionals with the knowledge to navigate the complex challenges posed by AI in the context of antitrust laws.

4:40 PM - 5:10 PM

Checkr Trust Room

First-Party Fraud 2.0: Synthetic Identities, Face Swaps & Deepfake Manipulation | Dave Griesbach, Product Manager, Former Special Agent - IRS Criminal Investigation; Abhinav Gupta, Product Management, Block; Eamon Murphy, Head of Trust and Safety, CertifiD; and Vanita Pandey, CMO, Bureau

Fraudsters are using their own identities to game the system—leveraging AI to create synthetic profiles, abuse promo offers, or deepfake their way through identity checks for loan stacking. This session uncovers how AI is redefining first-party fraud and explores cutting-edge fraud intelligence solutions that can detect deepfake manipulation, stop synthetic identities, and prevent abuse before fraudsters cash out. Key Takeaways: (1) How first-party fraudsters use AI-powered deepfakes and synthetic identities to pass identity checks; (2) Why traditional biometric authentication and KYC fail against AI-enhanced fraud tactics; and (3) AI-driven strategies for real-time identity proofing and deepfake-resistant verification.

4:40 PM - 5:10 PM

Seyfarth Room

Beyond Disputes: How AI is Revolutionizing Marketplace Chargeback Defense | Roenen Ben-Ami, Co-Founder & Chief Risk Officer, Justt; and Parveen Kaur, Senior Fraud and Risk Specialist, BackMarket

Digital marketplaces face unique challenges with friendly fraud, losing billions annually as both merchant-of-record and platform intermediaries. This session brings together Justt's AI expertise with real-world implementation insights from BackMarket's marketplace team.

Learn how advanced AI consolidates scattered marketplace data to build compelling evidence, improve win rates, and identify fraud patterns that smaller platforms typically miss. Discover how marketplaces can leverage technology to keep representation strategies updated under new card scheme rules, and learn from their chargeback data to improve internal processes. Gain actionable strategies to protect your marketplace's revenue and reputation even in an ecosystem where traditional "the customer is always right" thinking still applies.

AGENDA TUESDAY 13 MAY

4:40 PM - 5:10 PM

LegitScript Room

How to Use LLMs for Content Moderation in Production Environments | Talha Baig, Product Manager, Hive AI; Pete Hamblett, Sr Technical Product Manager, Match Group; and Theodora Skeadas, Community Policy Manager, DoorDash

This panel explores how Trust & Safety teams can leverage generative AI to enhance user protection. The panel will discuss best practices for real-time AI deployment across marketplaces including use-case selection, prompt engineering, and model evaluation. Specifically, we will discuss identifying use cases such as multi-modal moderation and long-form conversation analysis. We will also discuss how to best prompt-engineer models. Finally, we will present a detailed framework that outlines key success metrics on how to make data-driven decisions regarding model deployment.

5:10 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.



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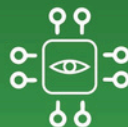
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A GENDA WEDNESDAY 14 MAY

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

LegitScript Room

TBD

SESSIONS

9:50 AM - 10:30 AM

Incognia Room

Scaling New Product Launches: Mitigating Risk in Rapid Product Expansion |

Christopher Brady, Senior Strategist, Google; and Steven Friedmann, Associate Principal, Google

New product launches are exciting, but also risky. Account takeovers and payment fraud can derail even the most anticipated release. This session provides a launch management framework for Trust & Safety and Product teams to mitigate fraud, marketplace risk, and drive revenue growth through our risk assessment framework, automation strategies, and real-time monitoring tools.

9:50 AM - 10:30 AM

Checkr Trust Room

Scaling Global Marketplaces: Balancing Growth, Innovation, and Risk in the Age of

AI | Wale Ayantoye, CEO & Founder, GiriToday Inc; and Melissa Sutherland, Chief Risk Officer, EverC

As global marketplaces continue to expand, the risks associated with scale, technology, and regulatory compliance are evolving rapidly. In this session, Wale Ayantoye will explore how the rise of digital commerce and AI-driven platforms is reshaping marketplace risk management. He will discuss the importance of understanding user behavior, the role of machine learning in transaction monitoring, and why KYC/KYB remains a critical safeguard. This session will also address the challenge of balancing speed and efficiency with caution, ensuring that marketplaces can scale securely without compromising trust or innovation.

9:50 AM - 10:30 AM

Seyfarth Room

The 'New GDPR': Accessibility Requirements across the US and EU |

Kristina Launey, Partner, Seyfarth Shaw LLP; and Marc Lind, Account Executive, Allyant

As the European Accessibility Act (EAA) takes effect in June 2025, global organizations must ensure their digital products and services meet accessibility requirements—regardless of where they're based. This session will explore key aspects of the EAA, how it differs from past regulations, and what businesses must do to comply. We'll cover accessibility trends in the U.S., legal and compliance strategies, and how accessibility can not only mitigate risk but also unlock new user and market opportunities.

AGENDA WEDNESDAY 14 MAY

9:50 AM - 10:30 AM

LegitScript Room

Navigating the Dispute Minefield: Legal, Regulatory, and Policy Considerations in Customer Resolution | Damaris Quijano, Corporate Counsel, uShip; Adam Schlosser, General Counsel, Poshmark; and Heather Stewart, Managing Director, Red Maple Strategies

Marketplace businesses face increasing scrutiny regarding customer disputes. This panel brings together experts to discuss the legal, regulatory, and policy challenges of building effective customer resolution systems. Panelists will examine key areas such as platform liability, consumer protection laws, and the impact of dispute resolution on government affairs strategies. Attendees will gain valuable insights on how to design dispute processes that minimize legal risk, comply with evolving regulations, and shape a positive policy environment.

10:45 AM - 11:15 AM

Incognia Room

Protecting Sellers from Fraud and Abuse on Marketplaces | Sudhir Lanka, Sr. Manager, Head of Fraud Strategy, Grubhub; and Bharath Teja Rapolu, Manager, Fraud & Risk Strategy, Grubhub

A marketplace thrives on quality sellers, attracting buyers and maintaining trust. Fraudsters exploit restaurants through impersonation, account takeovers, chargebacks, and refund abuse, causing financial and reputational harm. This session covers key fraud risks restaurants face and how Grubhub protects them using KYB controls, device intelligence, behavioral analytics, and additional risk indicators. Attendees will learn proactive fraud prevention and abuse detection strategies. We'll also delve into large-scale phishing attacks that have compromised thousands of seller accounts and devices globally and explore how to stay ahead of emerging threats to safeguard sellers.

10:45 AM - 11:15 AM

Checkr Trust Room

Digital Identity Crisis: Trust in the Age of AI | Laura Chen, Senior Product Policy Advisor, Google; Drew Fowler, Co-Owner, Cofowler Consulting; and Jeff Sakasegawa, Trust and Safety Architect, Persona

Today, 6 in 10 Americans have unknowingly talked to AI online instead of real people. For marketplaces, this creates real problems. Marketplaces need practical solutions beyond simple "verified" badges. This means creating systems that spot AI behavior patterns, requiring clear labels when AI is involved, letting communities vouch for real users, and building in moments that only humans can complete well. The winners will be platforms that make it easy to tell who's real while still using AI where it helps. Join us to learn how your marketplace can build trust, via both verifications and processes, when customers can't always tell who's human.

10:45 AM - 11:15 AM

Seyfarth Room

Know the Value Proposition of Privacy | Yana Komsitsky, Senior Counsel, Seyfarth

How can risk managers ensure they are strategic partners to drive the business forward, adding value—not cost? By championing: - Properly built privacy controls to increase quality, efficiency, and trust (and thus value). - Privacy-first principles to be used universally to drive adoption of services and reduce market barriers to entry. - Reliable, efficient, and expandable products and services through "privacy by design." - Data asset utility — knowing 1) what you have, 2) what you can do with it, or 3) how to get more. Privacy controls give you all of those answers.

AGENDA WEDNESDAY 14 MAY

10:45 AM - 11:15 AM **Building Trust: Integrating Special Investigations Unit Expertise into Marketplace Trust & Safety Strategies** | Jessica Ballard, VP- Risk, Claims, CX, Outdoorsy / Roamly; and Lin Werkheiser, Director of Special Investigations, Command Investigations
LegitScript Room

This session explores how Trust & Safety (T&S) teams can partner effectively with Special Investigations Unit (SIU) professionals to detect and prevent fraudulent activity across digital marketplaces. Panelists will examine how data-driven insights from SIU operations can inform T&S policy and enforcement, bolstering platform integrity and reducing risk. The conversation will also address the critical role of SIU in maintaining regulatory compliance with state and federal anti-fraud laws, ensuring marketplaces remain legally sound and reputationally protected. Additionally, attendees will gain practical strategies for implementing SIU-led training programs to equip T&S teams with the tools they need to identify and address emerging fraud trends. This timely and practical discussion bridges traditional investigative models with modern digital challenges, offering a collaborative framework for building more resilient and secure platforms.

11:30 AM - 12:00 PM **Keeping Online Marketplaces Safe in the World of AI** | Sarika Oak, Senior Director, T&S Operations, Udemy
Incognia Room

In an era where online marketplaces have become integral to commerce, the integration of Artificial Intelligence (AI) introduces both immense opportunities and significant challenges. This lightning talk delves into the critical importance of keeping online marketplaces safe amidst the proliferation of AI technologies. We explore the transformative role of AI in enhancing user experiences, optimizing operations, and personalizing services within online marketplaces. However, alongside these benefits, AI also introduces new risks, including biased decision-making, security vulnerabilities, privacy concerns, and the potential for algorithmic manipulation.

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AGENDA WEDNESDAY 14 MAY

11:30 PM - 12:00 PM **Media Relations for Crises Involving User-Generated Content** | Julie Schnabel, Senior Policy Manager - Content Safety, Articore Group; and Jimmy Toy, Chief Legal Officer, Articore Group
Checkr Trust Room

Content safety flare ups often have a media component, such as a published article (or a journalist asking for a statement before publication) or social media posts by an influencer with a large following. Share best practices and experiences around responding to such crises through various media channels. Formulation of a strategy, building the capabilities and speed to respond effectively and communicating the desired narrative.

11:30 PM - 12:00 PM **Leading Through Influence: Achieving your Trust and Safety Goals When You're Not the Final Decisionmaker** | Andrew Boos, Senior Director Marketplace Strategy and Operations, Artsy; and Alexandra Popken, Vice President of Trust & Safety, WebPurify
Seyfarth Room

Trust and Safety teams often face friction when business goals and risk objectives seem at odds—whether it's meeting KPIs constrained by revenue strategies, advocating for product fixes that don't make the roadmap, or enforcing compliance that feels like red tape. This session explores strategies to secure buy-in across all levels, from executives to frontline teams. We'll discuss risk mapping, relationship-building with revenue leaders, and positioning Trust and Safety as a strategic ally, not a blocker. Attendees will leave with actionable insights to embed risk management seamlessly into company goals, ensuring long-term success.

11:30 PM - 12:00 PM **Terms of Use 101 – Clickwraps and Current Issues, including B2B Terms** | Julia Breyer, Deputy General Counsel, Instawork; and Shailika Kotiya, Partner, McGuire Woods
LegitScript Room

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.

12:15 PM - 12:45 PM **Building Buy-In: Getting Trust & Safety Started in Your Organization** | Jessica Ballard, VP- Risk, Claims, CX, Outdoorsy / Roamly; Sarika Oak, Senior Director, T&S Operations, Udemy; and Kimmie Restificar, Sr. Director, Operations, Clutch
Incognia Room

Trust & Safety is essential for any marketplace—but how do you get leadership to invest when there's no formal T&S function yet? In this session, we'll explore strategies for building buy-in, securing resources, and making the case for your first dedicated T&S hire. Drawing from real-world experience, we'll discuss how to identify early risks, leverage cross-functional partnerships, and expand T&S beyond initial touchpoints like reviews. Whether you're starting from scratch or scaling an emerging function, you'll walk away with actionable insights to position T&S as a business imperative—not just a nice-to-have.

AGENDA WEDNESDAY 14 MAY

12:15 PM - 12:55 PM **Cool Controls for a Better Online Environment** | **Katie Sandell, Head of Cloud Risk Reporting, Google**
Checkr Trust Room

Online communities in video games, social media, and other applications provide valuable spaces for connection, creativity, and support, making it essential to implement tools that safeguard and enhance these digital environments. Our panel will discuss the challenges faced by such communities and highlight solutions that foster stronger, safer, and more meaningful user experiences. Case studies will include TikTok's recent features allowing parents to manage follower lists and schedule 'time away', as well as Reddit's expanded content moderation and analytics tools. We'll also explore how some video games have evolved into supportive, creative art-sharing platforms and highlight the measures that reduce disruptive behavior and maintain a positive community atmosphere.

12:15 PM - 1:00 PM **The Rise of Scams: Protecting Your Marketplace and Rebuilding Trust** | **Martina Dove, Product Research & Behavior Science Lead, Charm Security; and Elena Michaeli, PM Marketplace Risk Strategy, Walmart Marketplace**
LegitScript Room

Scams and social engineering attacks are escalating, creating urgent challenges for digital platforms. In this session, Martina Dove, 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.

12:45 PM - 1:30 PM **Networking Lunch**
Vista Gallery
Grab lunch with old friends and new colleagues in the Vista Gallery.

1:30 PM - 2:00 PM **Ensuring Trust in Digital Marketplaces: The Growing Importance of KYB** | **Abhinav Gupta, Product Management, Block; Heather Lamont, COO, Caf; and Holly Sandberg, Director, Trust & Safety, Reverb**
Incognia Room

In today's digital economy, individuals are no longer just consumers—they're also merchants, service providers, and entrepreneurs. Online marketplaces have evolved into dynamic ecosystems where buying, selling, and exchanging services happen seamlessly across borders. For these platforms to flourish, trust is paramount. Know Your Business (KYB) has become a cornerstone in ensuring secure and compliant transactions, helping marketplaces verify merchants, prevent fraud, and adhere to global regulatory standards. As digital commerce continues to expand, robust KYB measures are essential to maintaining security, fostering confidence, and enabling frictionless interactions between businesses and users.

AGENDA WEDNESDAY 14 MAY

1:30 PM - 2:00 PM

Checkr Trust Room

Legal Landscape Governing Generative AI & Your Marketplace Platform | Julia Breyer, Deputy General Counsel, Instawork; Elana Freeman, Head of Legal, Swing Education; and Grace Yang, Partner, Conrad | Metlitzky | Kane

Join us for an interactive panel discussing legal implications of marketplace AI integrations. AI promises greater insight into company trends based on data analytics, more personalized recommendations for users, less friction associated with interactions, and improved customer service experiences. But there are also risks, including the potential for inefficient investment, erosion of trust, and regulatory scrutiny - especially when it comes to algorithmic discrimination. Explore best practices to help you issue-spot the risks and balance them with benefits of AI integrations for your company.

1:30 PM - 2:00 PM

Seyfarth Room

Preparing for an IPO and Other Paths to Capital and Liquidity | Calise Cheng, Partner, Freshfields

How and when should emerging companies plan for an IPO? When markets are volatile and uncertainty is high, what other options do startups have for raising capital and liquidity?

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May 13 | 1:30 PM - 2:00 PM

Checkr Trust Room

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AGENDA WEDNESDAY 14 MAY

1:30 PM - 2:00 PM
LegitScript Room

Platform Integrity - Building a Trusted Experience | Rob Mihalko, Founder, Principal, Spectus Strategy; and Garrett Olson, Head of Insurance & ERM, Wolt

In an increasingly digital world, platform integrity stands as a cornerstone of trust, safety, and sustainable engagement — a digital space where all users, regardless of background or technical literacy, feel secure, respected, and empowered. Understanding who is on your platform, what they are doing, and identifying any actions that fall outside of acceptable behavior are crucial components of maintaining a safe and trusted environment. This dialogue underscores how thoughtful integration of integrity safeguards, ideally earlier in maturity stages of the platform, not only deters bad actors but also enhances user experience, compliance adherence, platform reputation, and sets the stage for long-term sustainable growth. This session is particularly relevant for professionals in technology governance, product development, trust & safety and risk management who seek to align operational practices with the ethical imperative of trust-by-design.

2:15 PM - 2:45 PM
Incognia Room

Top Generative AI Cybersecurity Risks and Securing your Marketplace | Ana Malhotra, Co-Founder & CEO, Rome; and Sahil Naikwadi, Co-Founder & CTO, Rome

We know that AI-enabled marketplaces are the future of our industry, but how do we know what cybersecurity risks we're introducing with our new features? And which ones to mitigate first? Learn how with an ex-AWS Security Engineer and Security Solutions Architect in this session!

During this presentation, you will learn the top generative AI security risks and how to mitigate them.

Walk away with actionable steps you can take at your organization to make sure your prioritizing and mitigating the right risks at the right time!

2:15 PM - 2:45 PM
Checkr Trust Room

Workshop Part 1: Create your Own Trust and Safety AI Agent | Jay Circo, Trust & Safety Lead, OpenSea; and Ibrahim Syed, CEO, Cotera

This workshop will explore how AI can enhance trust and safety for digital platforms. The first half will focus on industry challenges and innovations, featuring insights from OpenSea. The second half will be a hands-on lab where attendees will use AI to detect high-risk incidents from real-world datasets (e.g., customer complaints about severe safety issues). Participants will learn practical prompt engineering techniques to classify and flag risk signals efficiently. The goal is to provide a tangible demonstration of AI's role in trust and safety decision-making.

2:15 PM - 2:45 PM
Seyfarth Room

Taxing Marketplaces – How We Got Hit So Hard and Where Things Are Going: A Discussion on State Tax Burdens | Stephen Kranz, Partner, McDermott, Will & Emery; Damaris Quijano, Corporate Counsel, uShip; and Heather Stewart, Managing Director, Red Maple Strategies

This session delves into the unique approach states have taken to imposing tax burdens on the marketplace business model – why marketplaces "got hit so hard" and what the future holds. Whether you want to learn about tax compliance, risk, or policy, this is the session to attend.

AGENDA WEDNESDAY 14 MAY

2:15 PM - 2:45 PM

LegitScript Room

The Future of Content Moderation - DC, the FTC & the States | Joanna Forster, Partner, Crowell & Moring LLP; and Kristine Mercado, Associate General Counsel, Udemu

Our proposal is a session on the legal implications of recent changes to Section 230 of the Communications Decency Act and the future of Content Moderation. Section 230 gives platforms immunity with respect to content posted by users and third parties. Section 230 has been under attack by both Republicans and Democrats, but for different reasons. Republicans say the Good Samaritan provisions of the law (which enable platforms and providers to remove content they disagree with or find loathsome) have resulted in censorship of speech, even on apolitical platforms. Democrats say that the immunity provisions of the law (which don't actually require content moderation) don't do enough to keep communities, including children, safe. Add to this state laws (in California, NY, Mass and others) requiring platforms to engage in more content moderation or track their moderation policies and decisions. Our session will discuss recent developments in the law and provide practical tips for platforms amidst legislative and agency led change, and the likely court battles ahead.

2:45 PM - 3:10 PM

Vista Gallery

Know Your Vendor!

Take this time to visit the exhibitor space and connect with the solution providers and vendors on site. Explore the latest innovations in trust & safety, risk management, and legal compliance — all designed to help protect your platform, your users, and your business. Discover essential tools, build valuable connections, and stay ahead of emerging risks.

Resolver.
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Concerned about unknown actors exploiting your platform?

Resolver is an independent, expert-driven, tech-integrated service, trusted by leading global platforms. We help online platforms, marketplaces and governments uncover threats, prevent exploitation, and build safer digital spaces.

20+

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Helping you navigate evolving global regulations



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AI + Human Expertise in cutting-edge tech and tradecraft



Learn how Resolver can strengthen your Trust & Safety strategy

AGENDA WEDNESDAY 14 MAY

3:10 PM - 3:40 PM

Incognia Room

ATO Defense Playbook: Safeguarding Users from Takeovers & Scams | Sudhir Lanka, Sr. Manager, Head of Fraud Strategy, Grubhub; and Bharath Teja Rapolu, Manager, Fraud & Risk Strategy, Grubhub

Account takeovers (ATO) remain one of the biggest threats to marketplace platforms, with fraudsters using phishing, credential stuffing, and social engineering. This session covers Grubhub's approach to securing diner, driver, and merchant accounts through login monitoring, anomaly detection, and multi-layered authentication. We'll discuss real-world case studies of ATO attacks and share best practices for balancing friction and security. Attendees will learn how to proactively prevent takeovers and mitigate fraud losses.

3:10 PM - 3:40 PM

Checkr Trust Room

Workshop Part 2: Create your Own Trust and Safety AI Agent | Jay Circo, Trust & Safety Lead, OpenSea; and Ibrahim Syed, CEO, Cotera

This workshop will explore how AI can enhance trust and safety for digital platforms. The first half will focus on industry challenges and innovations, featuring insights from OpenSea. The second half will be a hands-on lab where attendees will use AI to detect high-risk incidents from real-world datasets (e.g., customer complaints about severe safety issues). Participants will learn practical prompt engineering techniques to classify and flag risk signals efficiently. The goal is to provide a tangible demonstration of AI's role in trust and safety decision-making.

3:10 PM - 3:40 PM

Seyfarth Room

Unmasking Deepfakes: Revolutionizing Trust & Safety for Platforms | Amy Bickerton, Safety Product Design, Uber; Amitabh Kumar, Co-Founder, Contrails.ai; Theodora Skeadas, Community Policy Manager, DoorDash; and Bharath Vasudevan, Chief Capability Officer

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. Join us to learn how innovative tools like Contrails.ai are reshaping the fight against misinformation and media manipulation.



SPEAKER
BIOGRAPHIES

SPEAKER BIOGRAPHIES

Wale Ayantoye, CEO & Founder, GiriToday Inc

With extensive experience at Square/Cash App, Etsy, and Flutterwave, Wale brings deep expertise in fintech, digital payments, and e-commerce infrastructure. His time as Global VP of Internal Audit at Flutterwave, overseeing operations in 42 countries, gave him unparalleled insights into cross-border trade, financial regulations, and payment innovations. As a first-generation Nigerian-American, his personal connection to African trade drives his passion for eliminating middlemen, improving market access, and ensuring fair pricing for African businesses.

Talha Baig, Product Manager, Hive AI

Talha Baig is an AI Product Manager with expertise in content moderation. He has spent the past 6 years building both traditional and generative AI solutions in the Trust and Safety space. Before Hive AI, he was a Machine Learning Engineer on Facebook Marketplace and co-founded Trust in Tech - a leading podcast for Trust and Safety.

Stephen Balkam, CEO & Founder, Family Online Safety Institute

For the past 30 years, Stephen Balkam has had a wide range of leadership roles in the nonprofit sector in both the US and UK. He is currently the Founder and CEO of the Family Online Safety Institute (FOSI), an international, nonprofit organization headquartered in Washington, DC. FOSI's mission is to make the online world safer for kids and their families. FOSI convenes the top thinkers and practitioners in government, industry and the nonprofit sectors to collaborate and innovate and to create a "culture of responsibility" in the online world. Prior to FOSI, Stephen was the Founder and CEO of the Internet Content Rating Association (ICRA).

Jessica Ballard, VP- Risk, Claims, CX, Outdoorsy / Roamly

Jessica is the Vice President of Risk, Claims, and CX at Outdoorsy and Roamly, leading strategic initiatives in insurance, customer experience, and dispute resolution. With deep expertise in risk management and operations, she ensures protection is never an afterthought for owners and renters.

Roenen Ben-Ami, Co-Founder & Chief Risk Officer, Justt

Roenen Ben-Ami is a payments and chargeback industry expert and entrepreneur. At Justt, he has been responsible for the product vision of the company since it was founded. In his previous role at Simplex (acquired by Nuvei), Roenen built the Chargeback and Merchant Risk teams that successfully recovered millions of dollars a year.

Amy Bickerton, Safety Product Design, Uber

Amy Bickerton is a product design leader at Uber, where she leads a team focused on making the platform safer and more inclusive for everyone who uses it. Amy brings deep expertise in user experience and behavior design, and she's spent years tackling complex problems related to risk and harm prevention. Her work blends research, ethical design, and a commitment to building products that protect and empower people at scale.

Andrew Boos, Senior Director Marketplace Strategy and Operations, Artsy

As the head of Trust and Safety and Marketplace Operations at Artsy, Andrew supports teams across Trust and Safety, Marketplace Integrity, operations, and user experience. With over 8 years of experience in luxury industries, he has tackled risk, regulatory compliance and UX issues across 100s of countries and billions of dollars of transactions. He has scaled the risk function at Artsy from a reactive fraud prevention team, to one that is now a core collaborator for every aspect of the business.

Christopher Brady, Senior Strategist, Google

Christopher Brady is a Senior T&S Strategist at Google, where he leverages his expertise to combat fraud and enhance the risk user experience across Google's diverse consumer payment products. Prior to Google, Christopher developed his risk strategy acumen at Fiserv, driving impactful risk management initiatives across merchant acquiring and lending portfolios.

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.

Scott Bright, Founder & CEO, BrightCheck

Scott Bright is the CEO & Founder of BrightCheck, a cutting-edge trust and safety platform used by top dating apps to stop scams before they start. With over 25 years in fraud prevention, Scott has led global risk strategies at Visa, FIS Global, and American Express. He's pioneered scalable identity and scam detection products, including a \$1B revenue solution at Visa. At BrightCheck, Scott is transforming user protection with real-time intelligence, AI, and behavioral data—making safety seamless for platforms and users alike.

SPEAKER BIOGRAPHIES

Heather M. Burke, Partner, Faegre Drinker

Clients rely on Heather for counseling in the areas of antitrust, intellectual property and class actions, as well as for her extensive trial experience in high-stakes litigation. Heather's work often includes defending companies in grand jury investigations, civil and criminal investigations, and multidistrict parallel class action, opt-out and state attorneys general lawsuits.

Fernando Castellanos, CRO, EverC

Fernando Castellanos has extensive knowledge in SaaS, solutions for AML, and risk intelligence for US-based and global enterprise. He is a proven leader, a sought-after speaker, a valued advisor for fintechs, and an active board member for industry consultancy groups. As Chief Revenue Officer of EverC, Fernando works closely with the GTM and leadership teams to forecast measurable goals and deliver exceptional results. Prior to EverC, he led strategic revenue divisions at Forter and Merkle Science. Fernando holds a J.D from Universidad Anáhuac and leadership certification from Harvard Business School.

Laura Chen, Senior Product Policy Advisor, Google

Laura Chen is a Senior Product Policy Advisor at Google, where she leads policies addressing emergent content and behavioral risks to minimize user harm in global ecosystems. Her background includes advisory roles in tech, multilateral organizations, and government agencies. Laura has provided strategic counsel to senior leaders in federal agencies, the United Nations, and the World Bank. She holds a Masters in Public Policy from the Goldman School at the University of California, Berkeley.

Terry Chen, Chief Information Officer & VP of Global Relations, Modulate

Terry Chen is shaping the future of trust and safety in online communities, ensuring technology fosters both connection and protection. As CIO of Modulate, he leads efforts to combat online toxicity, harassment, and abuse through AI-powered voice moderation, making digital spaces safer and more inclusive. His career spans scientific research at UCLA, corporate leadership, and teaching at Harvard, bridging technology, strategy, and ethics. He serves on the boards of Marketplace Risk and ECPAT International, advocating for AI safeguards, child protection, and risk mitigation in digital spaces.

Calise Cheng, Partner, Freshfields

Calise represents companies at all stages of their lifecycles, from startup to mega-cap, as well as venture capital firms and other institutional investors. Her corporate practice includes IPOs and securities offerings, venture-backed private financings, governance, and disclosure matters.

Jay Circo, Trust & Safety Lead, OpenSea

Jay Circo currently leads Trust & Safety at OpenSea, the leading NFT marketplace, where he spearheads strategic initiatives across content moderation, fraud prevention, intellectual property protection, and customer experience. With over a decade of experience in some of the most challenging moderation environments—including high-stakes roles at Accenture and Teleperformance—Jay has consistently delivered innovative, empathetic solutions that balance rigorous policy enforcement with meaningful user engagement.

Polen Cisneros, Program Manager, IFAW

Polen Cisneros is the Wildlife Crime Program Manager at IFAW, with several years of experience in combating international illegal wildlife trade. While at IFAW, she has managed several projects aimed at building law enforcement capacity in Latin America and the Caribbean. She also supports illegal wildlife trade law enforcement interdiction efforts through cybercrime monitoring and intervention strategy development. Polen holds a master's degree in International Affairs from the George Washington University Elliott School of International Affairs and dual bachelor's degrees in Political Science and International Studies from the UC Irvine.

Megan Doxtator, Fraud Operations Supervisor, Patreon

Megan leads a team of fraud specialists. With 9 years of experience in the payments fraud and risk space, Megan brings expertise in dispute resolution, fraud deterrence strategies, and building trust.

Joanna Forster, Partner, Crowell & Moring LLP

Joanna Forster is a litigation partner in the San Francisco office of Crowell & Moring. Before joining Crowell, Joanna was the General Counsel and Chief Compliance Officer of Wish, a global e-commerce marketplace. At Crowell, Joanna regularly advises and counsels marketplaces, platforms and e-commerce companies on compliance and regulatory matters and represents them in litigations, disputes and before domestic and foreign governments. Joanna also regularly advises clients on content moderation decisions and policies, terms of service, Section 230 and the DSA.

SPEAKER BIOGRAPHIES

Drew Fowler, Co-Owner, Cofowler Consulting

Drew Fowler spent 10 years in law enforcement covering a number of different job functions including patrol, field training officer, detective, and public information officer. He leapt to the private sector where he joined and then led Amazon's Transportation Safety and Compliance team through the pandemic. Drew was pulled over to the Amazon Care team to build from zero to one the Risk, Intel, Safety, and Security team. He then joined the T&S team at Avail Car Sharing, a startup under Allstate Insurance, where he spent 2.5 years creating a world-class T&S organization. Drew is now the co-owner of CoFowler Consulting.

Elana Freeman, Head of Legal, Swing Education

Elana is Head of Legal and Compliance at Swing Education, a Silicon Valley EdTech marketplace that connects K-12 schools with substitute teachers. She has 7+ years in high-growth startup environments with expertise in risk management and compliance. Her legal strategy and team development integrates her unique perspective as a mindfulness workshop facilitator. She is passionate about education, leadership development, and creating systems that drive both organizational success and positive social impact.

Stephen Fusco, Data Privacy Officer & Senior Counsel, Danone

Stephen Fusco is the Data Privacy Officer for Danone North America and Sr. Counsel over Compliance and Corporate Governance for the US, Canada and Mexico. He has deep experience advising tech companies and startups on scaling operations while managing legal, regulatory, and cybersecurity risks. Previously, Stephen served as Senior Director of Legal Affairs and Data Privacy at HopSkipDrive, building a privacy and compliance framework for a national SaaS transportation platform. His career spans leadership roles in SaaS, med-tech, and ed-tech industries, with a focus on practical, business-centered privacy solutions.

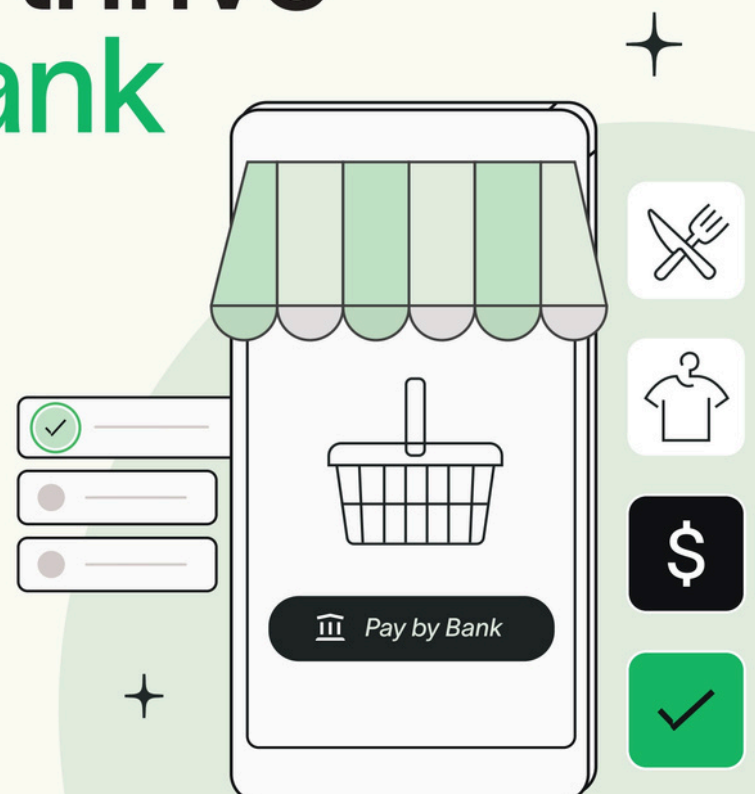
Dave Griesbach, Product Manager, Former Special Agent - IRS Criminal Investigation

Dave is a former Special Agent for the US Government who spent his career investigating a myriad of criminal violations and helped develop early investigative techniques into cryptocurrency-related financial crimes. He has also worked in the private sector in the areas of risk, compliance, identity, privacy, and AI. He currently resides in the Bay Area.

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SPEAKER BIOGRAPHIES

Nick Gunn, SVP, Revenue, Seon

Nick has 25 years of experience across nearly every role in software. He's passionate about building great technology and applying it to real business problems, always focusing on practical, impactful solutions that align with strategic goals.

Ben Guzovsky, Member of Technical Staff, SafetyKit

Ben helps global marketplaces and payments companies craft & enforce complex policies based on industry best practices. At Princeton, he studied, history, education & computer science.

Pete Hamblett, Sr Technical Product Manager, Match Group

Pete is a Senior Product Manager at Match Group, where he leads efforts to share trust and safety signals across the company's portfolio. Prior to Match Group, he was a Senior Product Manager for the Risk team at Etsy, and was a Product Manager and Data Scientist at Twitter focused on spam, account integrity, and election integrity.

Andrea Hong, Product Lead, Middesk

Andrea Hong is a Product Lead at Middesk where she specializes in building Identity Verification and Underwriting products for financial services and eCommerce businesses. Prior to Middesk, she spent 6 years at Thumbtack where she led a team of PMs focused on new business acquisition and activation.

Derek Jones, Vice President of Product Management, Equifax

Derek Jones is a Product Leader at Equifax Workforce Solutions. He is responsible for delivering solutions to support the evolving needs of background screeners and employers, victims of crime, and state and federal agencies. Derek has over a decade of leadership experience in business development, account management and product management in the software tech industry. Derek received his M.B.A in Entrepreneurship and undergraduate degree in Political Science and Economics from the University of Louisville.

Parveen Kaur, Senior Fraud and Risk Specialist, BackMarket

Parveen is a seasoned payment fraud specialist with extensive experience in safeguarding online marketplaces from evolving threats. Having worked with Airbnb, Vestiaire Collective, and now Back Market, Parveen has identified and tackled various types of fraud unique to each marketplace platform. At Back Market, she focuses on managing payment-related risks, from checkout to chargebacks. Leveraging technology, data, and process optimization, she leads impactful anti-fraud initiatives to ensure secure and seamless e-commerce payments, protecting businesses and customers alike.

Steve Knopf, VP, Product Strategy, DataVisor

Steve Knopf has more than two decades of experience leading financial risk and trust and safety teams. Prior to joining DataVisor, he spent five years building and leading the trust and safety team at LetGo a large global online marketplace. Prior to LetGo, Steve worked as a product leader at eBay for 10 years to bolster the company's fraud detection and mitigation practices. As VP of Product, Steve leads product innovation, and at the same time expanding the portfolio of the company's AI-powered fraud and risk solutions to address internal and external threats for global customers.

Shailika Kotiya, Partner, McGuire Woods

Shailika is a skilled McGuireWoods litigator with deep experience representing clients in high-stakes matters involving corporate misconduct, fraud, and regulatory investigations. A former Assistant U.S. Attorney in two districts, she has led complex criminal cases, including securities and healthcare fraud, wire fraud, and organized crime. Her background spans intellectual property litigation to advocacy for domestic violence victims, making her a strategic, solution-driven advocate in complex enforcement and regulatory actions.

Stephen Kranz, Partner, McDermott, Will & Emery

Stephen (Steve) P. Kranz is a tax lawyer who solves tax problems differently. Over the course of his extensive career, Steve has acquired specific skills and developed a unique approach that helps clients develop and implement holistic solutions to all varieties of tax problems. Steve developed many of these techniques as a litigator for the US Department of Justice, Tax Division, as chief counsel for the District of Columbia's Office of Tax and Revenue, and further refined them during his tenure as general counsel for the Council on State Taxation (COST).

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.

SPEAKER BIOGRAPHIES

Brittany LaBarge, Director of Trust & Safety, Poshmark

Brittany LaBarge is a Director at Poshmark, where she oversees multiple Trust & Safety functions, including content moderation, scaled abuse operations, and content policy. With over a decade of experience in two-sided marketplaces, she has built and led high-performing operations teams across the U.S., Europe, and Asia. Brittany is passionate about creating safe and inclusive online communities and enjoys mentoring emerging professionals in the Trust & Safety space. Outside of work, she can often be found exploring the natural beauty of Upstate New York.

Heather Lamont, Chief Customer Officer & Advisor, Caf

An executive leader and advisor that is passionate about helping brands differentiate & scale based on smart Customer Experience. Her career that spans 25 years in Payments, IDTech, and FinTech; has included leadership roles across HR, operations, product, PMO, business transformation and customer experience for some of the world's most recognizable brands such as Mastercard (Ethoca), BMO, American Express, Bank of America and ADP. Most recently, she was as a member of Caf's global executive team and continues to serve as advisor to Caf and other start/scale up focusing on CX strategy & design.

Sudhir Lanka, Sr. Manager, Head of Fraud Strategy, Grubhub

Currently heading the fraud strategy team spanning across three entities i.e Diner, Driver and Restaurant. We handle different types of fraud including payment fraud, refund abuse, promo abuse and more.

Rich Lee, CEO & Founder, New Era ADR

Rich is the CEO & Co-Founder of New Era ADR, a VC-backed dispute resolution platform and marketplace that reduces the overbearing cost and distraction of legal disputes by up to 90%. New Era is trusted by multiple marketplace companies and some of the largest organizations in industries like financial services, retail, entertainment, sports, and real estate. Rich is an engineer and corporate lawyer by background, and previously helped build and scale two other venture-backed companies – a financial technology company and an AI + machine learning company.

Noam Livnat, Group Manager, Payments Risk Product Management, Google

Noam leads Google's Payments Risk Product Management team responsible for improving trust and reducing abuse, including scams.

Ana Malhotra, Co-Founder & CEO, Rome

Ana is the co-founder and CEO of Rome, a yard-sharing platform built for dogs. She also acts as the CISO given her previous roles as security engineer and security solutions architect at AWS. Although her scope has broadened as a founder-CEO, she's a security gal at heart. For her, trust, safety, and dogs always come first.

Nic McKinley, Founder & CEO, Ten Point Data

Nic McKinley is an entrepreneur, former military special operator, and ex-CIA operative who has founded and led multiple multimillion-dollar data and applied-AI companies. Nic specializes in building technical solutions to combat some of the world's most pressing issues. Nic's extensive expertise in intelligence, data transformation and applied-AI has positioned him as a trusted authority and advisor to an array of clients, ranging from non-profit organizations to multi-billion-dollar corporations. Driven by a passion to serve others, Nic also leverages his experience to combat human trafficking. Nic is a graduate of Harvard University.

Karine Mellata, Co-Founder & CEO, Variance

Karine Mellata is the Founder & CEO of Variance, an AI startup automating Trust & Safety, risk, and compliance workflows for marketplaces like GoFundMe, Redbubble and several Fortune 500s. Backed by Y Combinator and Okta Ventures, Variance unifies detection, investigation, and enforcement into one agentic loop giving platforms the infrastructure to catch threats early, investigate fast, and enforce standard operating procedures. A former Apple Trust & Safety engineer, Karine is building the operating system for AI-native platform integrity.

Kristine Mercado, Associate General Counsel, Udemy

Kristine is Associate General Counsel at Udemy, a global online learning marketplace. She leads a legal team advising across product, privacy, marketing, intellectual property, policy, and compliance. She helps navigate complex regulatory landscapes while supporting the company's innovation. Before joining Udemy, Kristine specialized in mergers and acquisitions and financing transactions.

Rob Mihalko, Founder, Principal, Spectus Strategy

Rob Mihalko is a strategy and marketing executive with more than 15 years of management experience with digital marketplaces. He currently advises companies across a range of strategy, growth and operations topics related to digital marketplaces. He designed a business course on managing digital marketplaces, offered at Stanford Continuing Studies. Rob is also an active angel investor in early-stage marketplaces. Previously, Rob led growth for several marketplace businesses, including Ariba Network, as global vice president at SAP Ariba.

Tejas Morabia, Head of Engineering - Buyer Risk, eBay

Tejas Morabia leads the Engineering teams for Payments and Buyer Risk at eBay, where he combines his passion for AI/ML and creative problem-solving to address some of the toughest fraud and risk challenges in digital commerce. Over the past six years, he has built systems from the ground up, scaling them to evaluate fraud for \$35B in revenue while driving growth and protecting trust. Tejas thrives on turning billions of data points into actionable insights, enabling near real-time fraud detection and reducing false positives by 500%.

SPEAKER BIOGRAPHIES

Sujata Mukherjee, Sr Director - CX & Trust Product Management, Upwork

Problem solver, trust & safety leader and digital anthropologist, with 20 years building trusted product experiences, leading research and scaling CX functions. Currently Sr Director - CX & Trust Product Management at Upwork, Sujata has previously worked at Google, IBM and Genpact. She is a Marketplace Risk Advisory Board Member and chairs the Global Majority Research Committee for the Trust & Safety Foundation.

Eamon Murphy, Head of Trust and Safety, CertifID

Eamon Murphy is a trust and safety leader with a strategic approach. At CertifID, he builds lean, high-impact programs that generate fraud risk intelligence and integrate seamlessly across product, engineering, and operations. His focus is on proactive defense, stopping wire fraud in real estate before it happens, while scaling Trust & Safety as a business enabler and customer partner.

Sahil Naikwadi, Co-Founder & CTO, Rome

Sahil is the co-founder, CTO, and sole builder of Rome, a yard-sharing platform built for dogs. With experience at TikTok Shop and Amazon (Halo, FireTV, Alexa), he brings deep mobile development expertise to the company. He previously founded Moves, a food truck finder app. Sahil's passion for UI/UX drives him to create intuitive experiences while working closely with Ana to integrate security at every step of the consumer journey.

Nuri Nusrat, Regional High Harm Policy US/CA, Tik Tok

nuri nusrat joined TikTok's Trust & Safety policy team, focusing on regulated goods and commercial activities, safety and civility, and mental and behavioral health. In this role, she partners with intelligence vendors on areas including the trade of regulated goods. Prior, she co-created restorative justice diversion programs across the U.S. for young people in collaboration with district attorneys and community-based organizations. She also facilitated accountability dialogues between survivors of violent crimes and those who committed them, healing circles for survivors, and healing and accountability groups for those incarcerated.

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SPEAKER BIOGRAPHIES

Sarika Oak, Senior Director, T&S Operations, Udemy

A seasoned risk management leader in the tech industry, Sarika is currently the Senior Director of T&S Operations at Udemy where she oversees global teams dedicated to maintaining a secure and trustworthy platform for millions of users. Sarika's career spans roles at Meta, Groupon, and eBay, where she drove impactful initiatives in payments risk, chargeback compliance, and fraud detection, establishing herself as a trusted expert in the field. With a strategic vision and a data-driven approach, Sarika excels at building and mentoring high-performing teams, scaling global operations, and fostering innovation to address

Garrett Olson, Head of Insurance & ERM, Wolt

Garrett Olson works at the technology company Wolt where he is responsible for creating their industry-leading insurance and ERM program. Building simple, relevant and valuable safety nets into the platform economy motivates him. Prior to Wolt; for nearly two decades Garrett worked directly with the Executive Boards at Zurich Insurance Group, Mærsk and FLSmidth A/S in various strategy, risk and venture building roles.

Vanita Pandey, CMO, Bureau

Vanita Pandey is the Chief Marketing Officer at Bureau, a global trust infrastructure company focused on id verification, fraud prevention, and secure digital growth. With expertise in identity, fraud prevention, and risk management, Vanita has held leadership roles at CAF, Arkose Labs, ThreatMetrix (LexisNexis), and Simility (PayPal), shaping market strategy. She also led digital payments and risk initiatives at Visa, Capital One, ABN Amro, and Standard Chartered. Vanita holds an MBA from UC Irvine and a Bachelor's in Physics from the University of Delhi.

Nicole Pauls, Senior Principal Product Manager, OfferUp

Nicole Pauls is a seasoned marketplace trust & safety leader dedicated to building safer online communities. Combining expertise in product management, IT security, and trust & safety, Nicole has a proven track record of developing and implementing effective strategies to protect users and foster positive digital experiences.

Alexandra Popken, Vice President of Trust & Safety, WebPurify

Alexandra Popken, VP of Trust & Safety at WebPurify, is a recognized leader in content moderation. Previously, she spent a decade at Twitter, serving as Head of Trust & Safety Operations and leading platform integrity initiatives. At WebPurify, she drives high-impact consulting projects, including scalable enforcement frameworks and risk audits, reinforcing the company's commitment to online safety.

Catherine Porter, CBO, Prove

Catherine Porter is the Chief Business Officer at Prove, the world's most accurate identity verification and authentication platform used by both tech and traditional finance leaders, from Plaid and Binance to Bank of America and Citi. Catherine has over two decades of experience leading strategy, sales and marketing for consumer and enterprise technology companies, including VP of global partnerships and fintech innovation at Meta, and various roles at category-leading companies including OpenTable, LinkedIn, Google and Oracle. Catherine is an expert in security and optimization solutions for digital payments and e-commerce.

Bharath Teja Rapolu, Manager, Fraud & Risk Strategy, Grubhub

Bharath is a Fraud Risk Manager at Grubhub with a decade of experience in fraud prevention across marketplaces and financial services. He specializes in mitigating fraud losses by developing risk frameworks, leveraging behavioral analytics, and optimizing real-time fraud detection. At Grubhub, he manages seller and courier risk, improving KYB and KYC processes, preventing account takeovers, mitigating chargebacks, and reducing promo abuse. Passionate about AI and data-driven risk strategies, he shares insights on fraud prevention through his blog series.

Kimmie Restificar, Sr. Director, Operations, Clutch

At Clutch, every profile and review passes through a manual verification process before it is published to our site. This requires a huge operational & ethical lift. As the primary responsible for our Content Operations team since 2021, I lead the team that manages this process & ensures strong content governance. On a daily basis, you'll find me working with my team to determine methods for detecting bad actors, fake reviews, and review broker solicitations. In 2024, we set up our first official Trust & Safety arm. In 2025, we're looking to build upon the progress we made & expand our T&S initiatives to all parts of the Clutch marketplace.

Jeff Sakasegawa, Trust and Safety Architect, Persona

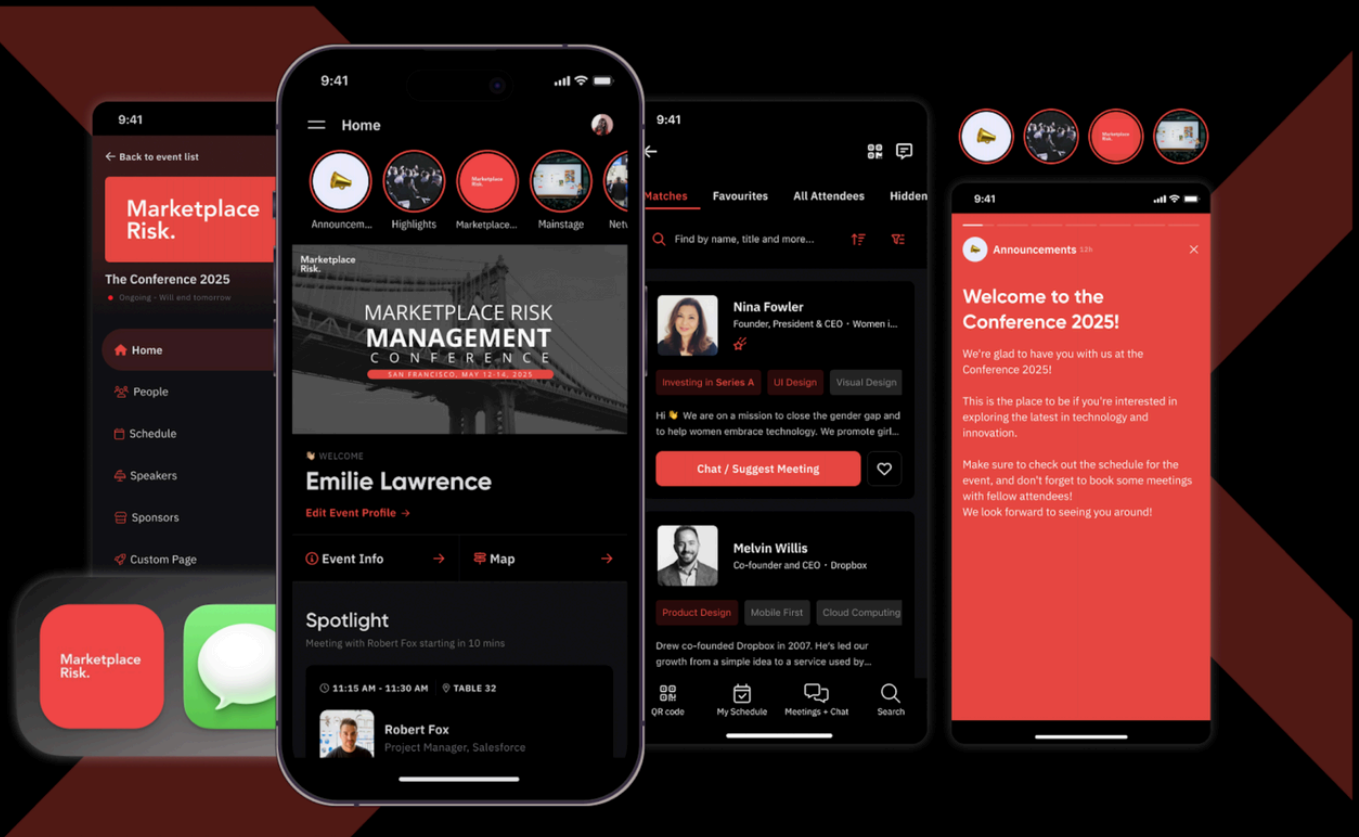
Jeff Sakasegawa is Persona's Trust & Safety Architect, boasting over fifteen years of extensive experience in the Trust & Safety domain. With a rich professional background that spans renowned companies such as Google, Facebook, Square, and Sift, he has established himself as an authority in Risk Management 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.

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 .

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SPEAKER BIOGRAPHIES

Cecilia Seiden, Vice President - Retail, Ecommerce, and Marketplace Strategy, TransUnion

Cecilia is the VP of Retail, Ecommerce, and Marketplace Strategy at TransUnion. In this role, she leads a cross-functional team dedicated to helping companies understand, reach, and protect consumers across their omnichannel journey. Cecilia is an experienced general management and strategy professional. Prior to joining TransUnion, Cecilia held Strategy and GM roles at Chewy, Inc., and Mondelez International. Prior to Mondelez, she worked in management consulting at Bain & Company following several years in financial services. Cecilia holds an MBA from NYU Stern School of Business and a BS in Economics from the University of Pennsylvania.

Gagan Sekhon, Director of Product Manager, Upgrade

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

Theodora Skeadas, Community Policy Manager, DoorDash

Theodora Skeadas is a public policy strategist and thought leader at the forefront of technology ethics, platform governance, and responsible AI. She is the Community Policy Manager at DoorDash, where she develops and implements trust and safety policies to protect users at scale. In addition, Theodora is Chief of Staff at Humane Intelligence, a nonprofit committed to collaborative red teaming and improving the safety of generative AI systems. She is also a Duco consultant, and a Strategic Advisor for Technology Policy at All Tech Is Human.

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.

Melissa Sutherland, Chief Risk Officer, EverC

Melissa Sutherland is a highly respected thought leader specializing in risk mitigation and illicit commerce disruption. As Chief Risk Officer of EverC, a pioneer in tech-driven solutions, one of Sutherland's key initiatives is the annual Safer Ecommerce Day, with global experts on payments, online fraud, and ecommerce sharing knowledge about trends in the ecommerce ecosystem. With a proven record of accomplishments and a deep understanding of the intricate interplay between risk, compliance, and profitability, Sutherland continues to make a significant impact on the future of fraud prevention and risk management in the digital era.

Ibby Syed, CEO, Coteria

Ibby is the founder of Coteria, a platform, an AI-driven platform that synthesizes customer feedback across channels to categorize problems and flag potential brand risks in real-time. Previously he ran the retention and experience data science teams at Peloton and worked as a venture capital investor.

Jimmy Toy, Chief Legal Officer, Artcore Group

Jimmy Toy is the Chief Legal Officer at Artcore Group, the parent company of global artist marketplaces Redbubble and TeePublic. He has over a decade of experience advising digital platforms on risk management, litigation, privacy, AI, trust and safety, and crisis response in high-stakes situations.

Tina VanBrunt, Global Board of Directors, Merchant Risk Council

Tina VanBrunt is a seasoned executive in fraud prevention, payments, and risk strategy, with over 15 years of experience safeguarding global marketplaces and digital platforms. With deep expertise in chargeback reduction, transactional risk, and platform integrity, Tina has led fraud and payments functions at scale, building high-impact teams, optimizing decisioning systems, and embedding risk-aware thinking across product and engineering. A frequent cross-functional leader, Tina brings a pragmatic, data-driven approach to solving complex trust and safety challenges in rapidly evolving ecosystems.

Bharath Vasudevan, Chief Capability Officer

Bharath is a seasoned business leader with well over 2 decades of experience in driving strong, transformative, and sustainable growth for global organizations. He is currently the Chief Capability Officer for the Business Process Services (BPS) portfolio at Tech Mahindra, a leading provider of digital transformation, consulting, and business reengineering services and solutions. In this role, he is responsible for developing and delivering cutting-edge and innovative BPaaS solutions, industry and domain capabilities, business consulting services, and strategic partnerships and alliances across the globe.

Lin Werkheiser, Director of Special Investigations, Command Investigations

Mr. Werkheiser has over 36 years of experience in Insurance Claims handling and SIU investigations in multiple lines of insurance as a Claims Representative, Special Investigation Unit (SIU) Investigator, SIU Supervisor, SIU General Adjuster and SIU Manager. He is responsible for all non-surveillance field investigation functions and SIU Compliance for the Command Family of Brands. He has extensive claims/SIU and SIU compliance experience in the alternative risk market including captives, RRG's, self-insureds and MGA/fronting company programs. He has handled or supervised claim and SIU investigations in multiple lines of insurance in over 40.

SPEAKER BIOGRAPHIES

Erin West, Founder, Operation Shamrock

Erin West is a globally recognized speaker and educator specializing in transnational organized crime, focusing on cryptocurrency-related investigations. After 26 years as a Deputy District Attorney in Santa Clara County, she spent eight years with the REACT High-Tech Task Force, renowned for prosecuting SIM-swappers and recovering stolen crypto. Erin founded the Crypto Coalition, a network of 2,000 law enforcement agents combating digital crime. Now leading Operation Shamrock, she unites global stakeholders against scams. Her advocacy, speaking, and upcoming podcast continue to drive justice worldwide.

Mike Wilkins, Vice President, Trust & Safety, Turo

As the Head of Trust & Safety at 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. 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.

Collin Williams, Founder & Chairman, New Era ADR

Collin is the Founder and Chairman of New Era ADR. Collin was previously General Counsel at Reverb.com, the preeminent digital marketplace for the buying and selling of musical instruments, gear and equipment. Reverb was one of Inc. Magazine's fastest growing companies in 2017, 2018 and 2019. Collin ran Reverb's acquisition by Etsy in 2019 for \$275M. Prior to Reverb, Collin was the first attorney at another one of Inc. Magazine's fastest growing companies, Corporate Counsel in the legal department of Oracle and an attorney at Greenberg Traurig in Chicago. Collin has a B.A. from Middlebury College and a J.D. from Tulane University.

Lydia Wray, Vice President of Product Management, ClearStar

Lydia leads technology and product strategy for background and medical screening. With 20+ years of experience in the background screening industry, she brings a unique blend of domain expertise and product leadership. Her broad perspective fuels technical insight and an intuitive understanding of end-user needs. Committed to innovation and operational excellence, she drives meaningful progress in a fast-moving space.

Grace Yang, Partner, Conrad | Metlitzky | Kane

Grace Yang is a Partner at Conrad | Metlitzky | Kane, where her practice focuses on litigating complex disputes for individuals as well as companies in AI, data analytics, and other types of business in the tech sector.

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