

Speaker Bios

Daniil Vinokur

Experience Director, Razorfish

Daniil has been delivering transformative, consumer-centric solutions in digital for 11+ years. He has helped a diverse client roster of Fortune 500 brands that spans; e-commerce, pharmaceutical, financial, insurance, automotive and consumer-packaged-goods industries, to craft strategies and experiences that connect with consumers through innovation and compelling storytelling.



Currently Daniil is an Experience Director with Razorfish, a recognized leader among global digital marketing agencies and the highest-ranked digital agency on Advertising Age's A-List. Surrounded by the best talent in digital marketing he specializes in experience strategy and brand building in a digital world.

Dongmei Yang

Director, Mobile Analytics, Catalina

Dongmei Yang is Director of Mobile Analytics at Catalina Marketing and is responsible for consumer insights and marketing analytics related to mobile commerce.

Dongmei has over 9 years' experience in marketing, specialized in quantitative market research and analytics consulting across a diverse set of industries. Dongmei's expertise in both attitudinal and behavioral based market research came from her positions in market research firms, IPSOS and Nielsen, advertising agency, DraftFCB, and management consulting firm, Prophet. Dongmei has consulted her clients on consumer insights, product development, positioning, strategic branding, pricing, promotions, and advertising strategies. In recent years, Dongmei has concentrated on digital and mobile marketing.



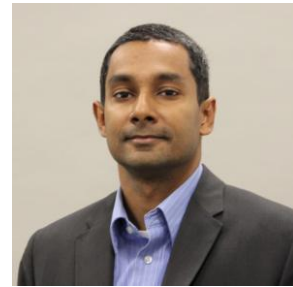
Dongmei is nearing completion of her from Kellogg School of Management from Northwestern University. She also holds two masters' degree in Quantitative Analysis and Operation Management, and Aerospace Engineering, both from University of Cincinnati.

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Kartik Subramanian

Sr Mobile Product Manager, Walgreens

Kartik is a marketing professional with corporate strategy background and expertise in growth strategy, competitive analysis, financial modeling, and market analysis in the mobile telecommunications industry. Nothing excites Kartik more than taking part in initiatives and projects where mobile technologies and solutions have the potential to transform the way people live, interact with one another and their environment.



Kartik graduated from Kellogg in 2010.

Gordan Redzic

Director of Product Management at Paylocity

Gordon has been working in the mobile space since college including engineering and product management roles in Motorola Solutions, Motorola Mobility, NAVTEQ, and Paylocity. Only things that can pull Gordon away from complete tech geekdom are family and volleyball.



Gordon graduated from Kellogg in 2008.