

bank innovation IGNITE 2020

Monday, March 2nd

11:00 AM REGISTRATION OPENS

Location: Leonesa Foyer

1:00 PM OPENING REMARKS

Location: Leonesa Ballroom

1:00 PM - 1:45 PM SESSION ONE: PANEL - BUILDING THE FUTURE OF BANKING: BRAINSTORMING THE NEXT, BIG FINTECH IDEA

Location: Leonesa Ballroom

- Which ideas have the capacity to transform financial services?
- What are the new problems that need to be solved?
- Product design ideas for banking from other industries, including retail

Panelist:

David Adkins, Senior Vice President, Director of Associated Bank Innovation Lab, Associated Bank

Linda Duncombe, Executive Vice President of Marketing & Product Strategies, City National Bank

Keren Moynihan, Co-founder & Chief Executive Officer, Boss Insights

Drew Sievers, Chief Executive Officer, Harvest Savings & Wealth Technologies

1:45 PM – 2:15 PM SESSION TWO: FIRESIDE CHAT

Melissa Stevens, Chief Digital Officer of Fifth Third Bank, will share insights and perspectives on key fintech trends and changes in banking in a dynamic one-on-one with a member of the Bank Innovation editorial team.

2:15 PM - 3:00 PM SESSION THREE: IGNITE IDEAS

Location: Leonesa Ballroom

During this session, we will host innovative speakers who will share “Ted Talks” on topics of interest and passion to them and to banking innovation.

Presenter:

Deborah Barta, Senior Vice President of Innovation and Startup Engagement, Mastercard

Alvara Teixeira, EVP Head of Customer Value Management, HSBC

3:00 PM - 3:30 PM AFTERNOON BREAK

Location: Leonesa Foyer

3:30 PM - 4:15 PM SESSION FOUR: PANEL – LESSONS FOR BANKS FROM BIG TECH: TAKEAWAYS FROM APPLE, GOOGLE, AMAZON AND FACEBOOK

Location: Leonesa Ballroom

- Keys to capturing consumers’ imagination
- Digital customer acquisition lessons
- Where brand and technology advancement must meet
- Digital, onboarding and customer-journey simplicity as banking imperatives

Panelist:

Claudio Esposito, Vice President of Product (Banking), Stash

Tony Morosini, Vice President of Banking and Payments, Figure

Anupam Sinha, Managing Director & Global Head of Domestic Payments and Receivables, Citibank

4:15 PM - 5:00 PM SESSION FIVE: PANEL - HOW TO MAKE SME BANKING INNOVATION WORK

Location: Leonesa Ballroom

- Bridging the disconnect between SME products and adoption
- Ideas for better SME underwriting
- Speed and efficiency of payments for SMEs

Panelist:

Arthur Levy, Vice President of Business Development, Brex

Herman Man, Chief Product Officer, BlueVine

Amber Smalley, Director of Digital Strategy, BECU

5:00 PM - 6:30 PM COCKTAIL RECEPTION & INNOVATION BAR

Location: Leonesa Foyer

Attendees are invited to ask our fintech "geniuses" about all thing's innovation during our Innovation Bar. Just like in Apple stores, we make our geniuses available to address all your fintech questions and curiosities -- all during a lively cocktail reception.

Innovation Bar Experts:

Herman Man, Chief Product Officer, BlueVine

Tuesday March 3rd

8:00 AM REGISTRATION OPENS

Location: Leonesa Foyer

8:00 AM - 9:00 AM NETWORKING BREAKFAST

Location: Leonesa Foyer

9:00 AM - 9:10 AM OPENING REMARKS

Location: Leonesa Ballroom

9:10 AM - 10:00 AM SESSION SIX: DEMOVation Challenge**Location: Leonesa Ballroom**

The first of the two-part DEMOVation Challenge will feature demos of new technologies from six startups that win slots in our DEMOVation Challenge. The companies are competing for an advertising package on Bank Innovation.

10:00 AM - 10:30 AM MORNING BREAK**Location: Leonesa Foyer**

10:30 AM - 11:20 AM SESSION SEVEN: DEMOVation CHALLENGE**Location: Leonesa Ballroom**

The second of the two-part DEMOVation Challenge will feature demos of new technologies from six startups that win slots in our DEMOVation Challenge. The companies are competing for an advertising package on Bank Innovation.

11:20 AM - 12:05 PM SESSION EIGHT: PRESENTATION - DATA-SHARING IN THE ERA OF OPEN BANKING**Location: Leonesa Ballroom**

- Monetization opportunities in open banking
- Product opportunities that leverage open banking
- Case studies of open banking success
- Security and open banking: why that's not an oxymoron

12:05 PM - 12:30 PM DEMOVation JUDGING**Location: Leonesa Ballroom**

Industry leaders, supported by attendee voting, judge demos to determine the conference's "best in show" award winner.

Judges:

Deborah Barta, Senior Vice President of Innovation and Startup Engagement, Mastercard

Eric Byunn, Partner, Centana Growth Partners

Jessie Honigberg, SVP and Director of Innovation, Cross River Bank

12:30 PM - 1:30 PM NETWORKING LUNCHEON

Location: Leonesa Foyer

1:30 PM - 2:15 PM SESSION NINE: PANEL- THE FUTURE OF BANKING CUSTOMER EXPERIENCE

Location: Leonesa Ballroom

- New products and services to improve digital CX
- Transitioning your organization to a digital paradigm for customer service
- Processing consumers' product 'signals' within CX
- Outsourcing of CX: pros and cons

Panelist:

Vince Bezemer, Head of Strategy – North America, Backbase

Mike McCrary, 1st Vice President LSBX, Executive Vice President Ecommerce & Emerging Technology, Lincoln Savings Bank

Chris Noe, Head of Treasury Product Innovation and Partnerships, Wells Fargo

Stephanie Reiley, Director of Product, Simple Finance

Rick Winslow, Chief Experience Officer, Kabbage

2:15 PM - 2:45 PM SESSION TEN: FIRESIDE CHAT

Location: Leonesa Ballroom

Rebecca Wooter, Chief Customer Experience Officer at Citibank, will share insights and perspectives on key fintech trends and changes in banking in a dynamic one-on-one with a member of the Bank Innovation editorial team.

2:45 PM - 3:15 PM AFTERNOON BREAK

Location: Leonesa Foyer

3:15 PM - 4:00 PM SESSION ELEVEN: PRESENTATION - HOW DATA AND AI CONVERGE

Location: Leonesa Ballroom

- Why transactions are not enough: extracting actionable insights
- Communicating the value proposition to customers – to avoid creeping them out
- Eliminating bias in AI

4:00 PM - 4:45 PM SESSION TWELVE: PANEL - EMBEDDED FINANCE: THE AUTOMATION OF 'EVERYTHING FINANCIAL'

Location: Leonesa Ballroom

- Piecing together divergent products into a cohesive solution
- The role of humans
- What are the limits?
- Relationship in the Age of Automation

Panelist:

Eric Byunn, Partner, Centana Growth Partners

Matt Oppenheimer, Co-Founder & Chief Executive Officer, Remitly

Anu Shultes, Chief Executive Officer, LendUp

4:45 PM CONCLUSION