Marketplace
Risk.

MARKETPLACE RISK
NEW YORK
CONFERENCE

NEW YORK CITY, SEPTEMBER 16-17, 2024

PRESENTED BY

INCOGNIA



WELCOME

Greetings!

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

This year's conference is our first ever in New York, making it a particularly special and exciting event, and we thank you for being a part of it! Over the next few days, you will have the opportunity to attend nearly 50 cutting-edge sessions delivered by 100+ industry-leading speakers, including your peers who are generously sharing their experience and expertise for the benefit of the entire ecosystem. I want to thank all the speakers for giving their time and sharing their knowledge, experience, and expertise for the benefit of the industry. You are truly what makes this the best conference for marketplaces and digital platforms.

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

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

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

Best,
Jeremy Gottschalk | Founder, Marketplace Risk

Welcome!

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

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

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

Cheers!

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

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NEW YORK
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Prevent fraud with the next-generation identity signal

Combine tamper-resistant device and browser fingerprinting with location intelligence to provide a secure and frictionless experience for every user.

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We solve:

- Listing scams
- Ban evasion
- Promo abuse

6x
average ROI

99.9%
accuracy

4.8/5
customer rating

SCHEDULE AT-A-GLANCE

MONDAY 16 SEPT

5:30 PM - 7:30 PM
Welcome Reception hosted by Seyfarth

TUESDAY 17 SEPT

8:00 AM - 9:00 AM
Check In & Networking Breakfast
Convene

9:00 AM - 9:40 AM
Opening Session: Roles, Responsibilities and Operating Models for Safer Online Marketplaces and Online Platforms
Twinkle Room

9:50 AM - 10:30 AM
Success Stories: Pioneering AI Technology to Crack Down on Counterfeits
Incognia Room

Law Enforcement Response in the World of Trust, Safety & Fraud
LegitScript Room

Leveraging AI for Trust & Safety Beyond Content
Clear Room

The Forming of The Coalition for Trusted Reviews
Empire Room

Workshop: Using Metrics to Make the Case for Investment
Twinkle Room

10:40 AM - 11:10 AM
Defeating Ban Evasion: Advanced Fraud Prevention Strategies for Multisided Platforms
Incognia Room

Cultivating the Next Generation of Trust and Safety Leaders
LegitScript Room

How Much Do Consumers Care About Trust and Safety?
Clear Room

The New York City Fair Chance Act's Application to Platforms & Marketplaces
Empire Room

Workshop: Train Your Own AI Risk Model (Part 1)
Twinkle Room

11:20 AM - 11:50 AM
Cross-Border Complexity Impacting Businesses' Ability to Grow
Incognia Room

License to Ride: How Uber is Taking Trust & Safety to the Next Level with Riders and Drivers
LegitScript Room

A Graduated Approach to Risk: Protecting Platforms Across the Customer Journey
Clear Room

Using Shared Intelligence to Protect Against Marketplace Fraud Risks
Empire Room

Workshop: Train Your Own AI Risk Model (Part 2)
Twinkle Room

12:00 PM - 12:30 PM
Right Experience, Right Moment: Unlocking Marketplace Success by Balancing Risk and Conversion
Incognia Room

Overcoming Fraud Challenges in Online Marketplaces - Without Impacting UX
LegitScript Room

12:00 PM - 12:35 PM
TBD
Clear Room

12:00 PM - 12:40 PM
The Fraudster Playbook: Step-by-step Instructions for Defrauding Peer-to-Peer Marketplaces
Empire Room

Trust & Safety Mentor Match
Twinkle Room

12:30 PM - 1:30 PM
Networking Lunch
Convene

1:15 PM - 1:55 PM
Moderation Challenges in Online to Offline Platform Settings
Incognia Room

Resilience in Growth: Vinted's Battle Against Fraud
LegitScript Room

Scaling Trust & Safety Operations as Your Marketplace Grows
Clear Room

Profile of a Bad Actor: Who's Committing Review Fraud?
Empire Room

Trust & Safety Mentor Match
Twinkle Room

2:05 PM - 2:35 PM
Navigating Complex Compliance Cases: A Balanced Approach
Incognia Room

AI at the Gates: Combating AI-Driven Assaults on the Customer Experience
LegitScript Room

Trust and Safety Best Practices: An Industry-Wide Approach
Clear Room

Navigating Trust and Safety in the Digital Marketplace: Strategies, AI Integration, and Future Regulations
Empire Room

Trust & Safety Mentor Match
Twinkle Room

SCHEDULE AT-A-GLANCE

2:45 PM - 3:15 PM
Organized Retail Crime - Fighting Sophisticated Threat Actors in P2P Marketplaces
Incognia Room

Developing Trust & Safety Policy Best Practices
LegitScript Room

Navigating Cultural Flashpoints in Your Marketplace
Clear Room

Building Marketplace Trust: Reviews, Relationships, and Community
Empire Room

Trust & Safety Mentor Match
Twinkle Room

3:15 PM - 3:30 PM
Afternoon Coffee Break
Convene

3:30 PM - 4:10 PM
Trauma-Informed Trust & Safety: Programs to Support Mental Health on Platforms and in the Workplace
Incognia Room

Foretelling Fraud: Ensuring an Advantage is in the Cards
LegitScript Room

How Generative AI Works and How to Use It
Clear Room

The How, When, and Why of Assessing 3P Content Moderation Systems
Empire Room

Trust & Safety Mentor Match
Twinkle Room

4:20 PM - 5:00 PM
Child Safety in the Marketplace: Prevention and Readiness (from Product to Regulations)
Incognia Room

Incident Response Best Practices
LegitScript Room

Building Customer Trust Through Authentic User Experience
Clear Room

Mitigating Fraud and Chargebacks in a Marketplace Model
Empire Room

TBD
Twinkle Room

5:00 PM - 7:00 PM
Networking Reception
Convene

What's *HIDING* on YOUR Marketplace?

LegitScript can help.

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AGENDA MONDAY 16 SEPT – TUESDAY 17 SEPT

MONDAY

5:30 PM - 7:30 PM
Seyfarth

Welcome Reception hosted by Seyfarth

Join us for a welcome reception hosted by Seyfarth on the evening before the Marketplace Risk New York Conference! This networking event offers a relaxed atmosphere to connect with fellow attendees, speakers, and industry leaders. Enjoy refreshments, engage in insightful conversations, and kick off the conference with new connections. The reception will take place at Seyfarth's offices from 5:30 PM to 7:30 PM, setting the stage for the exciting sessions and opportunities that follow. Don't miss this chance to mingle and set the tone for a productive conference!

TUESDAY

8:00 AM - 9:00 AM
Convene

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
Twinkle Room

Roles, Responsibilities and Operating Models for Safer Online Marketplaces and Online Platforms | John Kemler, Principal, KPMG; Joe Misseri, Trust & Safety, Google; and Nicole Trawick, Director, KPMG

This session will explore how online marketplaces and platforms can best structure their risk, compliance, trust & safety, and legal teams to foster collaboration and accelerate decision-making. It emphasizes the importance of incorporating risk and compliance considerations early on in a tech company's development. The session will discuss how to efficiently organize teams so that trust and safety are integral to product development, including the balance between centralizing functions and delegating tasks to product teams. Ideal risk governance and oversight structures will be examined, along with their placement within the organization. The role of compliance in the design and product development process will be addressed, offering strategies for engineers and product teams to effectively embed trust and safety measures, even when resources are limited.

SESSIONS

9:50 AM - 10:30 AM
Incognia Room

Success Stories: Pioneering AI Technology to Crack Down on Counterfeits | Erin Brusseau, Director, Content Moderation Operations, Wish (Former); and Fernando Castellanos, Chief Revenue Officer, EverC

Online marketplaces have revolutionized the way consumers purchase goods, but the accompanying proliferation of counterfeits has profound implications for public health, legal compliance, and market integrity. EverC shares the stage with customers from top-tier marketplaces to discuss leveraging advanced technologies (e.g., artificial intelligence and machine learning) to manage risk, enhance brand, and enable growth. Join this session to learn how an ecommerce powerhouse went from counterfeit problems to ongoing success, including insights into how counterfeits harm marketplaces from both a regulatory and reputational standpoint, how marketplaces can navigate this new era of increased accountability, regulation, and risk, and where AI and machine learning fit into these evolving challenges. Additionally, panelists will explore actionable strategies to build long-term resilience against counterfeit threats while fostering consumer trust.

AGENDA TUESDAY 17 SEPT

9:50 AM - 10:30 AM
LegitScript Room

Law Enforcement Response in the World of Trust, Safety & Fraud | Ally Coll, Founder & CEO, The Purple Method; and Kristin Kupiec, Associate Manager, Community Response, DoorDash

This panel will explore the critical role of Law Enforcement Response (LERT) in maintaining trust, safety, and fraud prevention on digital platforms. As criminal activity continues to evolve, the necessity for robust LERT mechanisms has become more pronounced. This session will address the intersection of legal compliance, corporate responsibility, and the dynamic challenges posed by criminal activities in the digital landscape. Panelists will share insights on building effective partnerships with law enforcement, developing rapid response strategies, and ensuring that digital platforms remain secure and compliant. Additionally, the discussion will cover emerging trends in cybercrime and the evolving expectations for platform accountability in a rapidly shifting legal environment.

9:50 AM - 10:30 AM
Clear Room

Leveraging AI for Trust & Safety Beyond Content | Laura DeBenedetto, Product Policy Manager, Meta; Theodora Skeadas, Community Policy Manager, DoorDash; and Vall Herard, Founder & CEO, Saifr

This session will delve into the innovative ways artificial intelligence is being utilized to enhance trust and safety on online platforms, extending beyond just content moderation. The discussion will cover how AI can be applied to various aspects of platform management, including user behavior analysis, fraud detection, and proactive threat mitigation. Attendees will gain insights into the latest AI technologies and methodologies that are being deployed to create a safer and more secure online environment. Don't miss this opportunity to discover the transformative potential of AI in trust and safety initiatives.

9:50 AM - 10:30 AM
Empire Room

The Forming of The Coalition for Trusted Reviews | Becky Foley, Vice President, Head of Trust & Safety, Tripadvisor; Rebecca Mond, Head of External Relations, Customer Trust and Abuse Prevention, Amazon; and Domonique Rai-Varming, Senior Director, Trust & Safety, Trustpilot

Created in 2023, the Coalition of Trusted Reviews is a group of dedicated, specialized review fraud fighters from some of the biggest brands on the Internet. Though they've each been successful individually, Coalition members have come together to collaborate, sharing expertise and resources to elevate their fraud-fighting capabilities. Their mission is to take their abilities to the next level and rid the internet of fake, deceptive user-generated content that misleads consumers and undermines trust in online platforms.

9:50 AM - 10:30 AM
Twinkle Room

Workshop: Using Metrics to Make the Case for Investment | Heather Grunkemeier, Founder, Twinkle; and Arūnas Umbrasas, Director of Data Science & Analytics, Trust and Safety, Vinted

This workshop is designed to help folks who are struggling to narrate a specific T&S problem statement in order to get much-needed investment. In this situation, we know: having the right metrics in place are key. So, if you have a specific situation and need help narrating it with metrics, this is for you! Space is limited to the first 6 people that sign up.

AGENDA TUESDAY 17 SEPT

10:40 AM - 11:10 AM
Incognia Room

Defeating Ban Evasion: Advanced Fraud Prevention Strategies for Multisided Platforms | André Ferraz, Co-Founder & CEO, Incognia; Garrett Olson, Head of Insurance & ERM, Wolt; and Aurelija Pletiene, Director of Engineering, Vinted

Catching bad actors on your platform is just the beginning. The real challenge is keeping them out for good. This panel will dive into the complexity of identifying and preventing ban evasion on digital marketplaces. Attendees will gain a deeper understanding of the sophisticated methods fraudsters use to evade bans, from emulators and app cloners to fake accounts created at scale, and learn practical solutions to safeguard their marketplaces. In this session, experts will explore: (1) The impact of ban evasion on user trust and platform reputation; (2) the challenges of distinguishing between legitimate users and bad actors by tracking relationships between devices and accounts; (3) Real-world examples of common evasion methods, including account takeovers, system bypasses, and anonymization; (4) the critical role of device identifiers can play in identifying returning bad actors; and, (5) Effective strategies and innovative solutions to ensure bans stick.

10:40 AM - 11:10 AM
LegitScript Room

Cultivating the Next Generation of Trust and Safety Leaders | Alexis Crews, Senior Fellow, Information Integrity, All Tech Is Human; Leah Ferentinos, Advisory Risk Manager, KPMG US; Sandra Khalil, Associate Director, All Tech Is Human; and Theodora Skeadas, Community Policy Manager, Doordash

Technology and its impact on healthy digital spaces necessitates a proactive approach to cultivating the next generation of trust and safety leaders, one that represents the lived experiences of the communities they serve. This panel will explore the importance of community-building, mentorship, and upskilling in trust and safety, with a focus on workforce development/tech talent pipeline initiatives that highlight the increasing professionalization of the trust and safety field.

Convene 237 Park

237 Park Avenue, New York, NY 10017

MEETINGS & EVENTS



AGENDA TUESDAY 17 SEPT

10:40 AM - 11:10 AM
Clear Room

How Much Do Consumers Care About Trust and Safety? | Gena Diacomanolis, Director, RAINN; Kathryn Kosmides, Founder & CEO, Garbo and Survivor Advocate, Helping Survivors; Megan Poonolly, Head of Developer Experience, Trust & Safety, Google; and Melissa Reitberg, Attorney, Meirowitz & Wasserberg, LLP

While trust and safety budgets, teams, and partnerships have been cut over the last year, platforms are pushing to increase revenue through AI and new services. But is this what consumers want and need? With hundreds of sexual assault cases filed under the Uber Multi-District Litigation, hidden cameras in Airbnbs, and increased reports of assaults on Rover petsitters, consumer trust in marketplaces is waning. This panel will feature marketplaces, NGOs, and law firms to answer the questions: how much do consumers care about trust and safety - and how can investments in these areas bring back consumers & drive more revenue?

10:40 AM - 11:10 AM
Empire Room

The New York City Fair Chance Act's Application to Platforms & Marketplaces | Pamela Devata, Partner, Seyfarth Shaw LLP

Many marketplaces and platforms are immune from the majority of “employment” laws. But there are broader laws at play, like the New York Fair Chance Act which the New York Human Rights Commission and New York Attorney General have made clear apply to most if not all platforms. Learn about the ins and outs and practical applications of this law and what you need to do to avoid being a target.

10:40 AM - 11:10 AM
Twinkle Room

Workshop: Train Your Own AI Risk Model (Part 1) | Ibby Syed, CEO, Cotera; and Paige Zachs, VP, Supply Chain, Operations & Customer, Coterie Baby

In today's fast-paced business environment, companies often overlook the valuable insights hidden within their customer experience (CX) data. This workshop will demonstrate how analyzing CX tickets and reviews can help organizations identify and mitigate potential risks before they escalate into larger issues. Participants will learn to recognize the value of CX data as an early warning system for risks using real-world examples, including a Chipotle case study where early signs of an E-Coli outbreak were evident in customer reviews. They will also develop strategies for effectively mining CX tickets and reviews for risk indicators using AI and setting up monitoring systems to raise significant threats to customer and brand safety. By the end of the workshop, attendees will be equipped with practical skills and insights to leverage CX data for proactive risk management in their own organizations.

11:20 AM - 11:50 AM
Incognia Room

Cross-Border Complexity Impacting Businesses' Ability to Grow | TBD

Expanding into new markets offers great potential, but 82% of business leaders say cross-border complexities—customs duties, taxes, and regulations—impact their decisions. For consumers, unexpected fees are a major pain point: 75% reconsider shopping with a business after encountering surprise costs, and 49% may refuse delivery altogether. This session will explore key challenges in cross-border commerce and provide strategies to help businesses minimize friction, manage fees, and maintain customer trust.

11:20 AM - 11:50 AM
LegitScript Room

License to Ride: How Uber is Taking Trust & Safety to the Next Level with Riders and Drivers | Hannah Nilles, Director, Head of Safety, Uber; and Catherine Porter, Chief Business Officer, Prove

Have you seen a blue verified badge on your Uber rider profile? Uber launched a new rider verification program that’s taking their trust and safety program to the next level by confirming riders identities and ensuring drivers feel safe. Join these industry leaders as they do a deep dive into Uber's new verification process and provide recommended strategies you can take to promote peace of mind with your users interacting on your platform. You will hear a real-life case study how Uber is strengthening rider verification to ensure drivers feel safe, including the importance of identity verification in building a secure and trustworthy marketplace and proactive measures to fortify your platform against these attacks.

AGENDA TUESDAY 17 SEPT

11:20 AM - 11:50 AM
Clear Room

A Graduated Approach to Risk: Protecting Platforms Across the Customer Journey | Dan Bratshpis, Co-Founder & CEO, INSHUR; and Garrett Olson, Head of Insurance & ERM, Wolt

In today's rapidly evolving digital landscape, platforms face a myriad of risks at every stage of the customer journey. From onboarding to transaction processing and beyond, each touchpoint presents unique challenges that require a nuanced and adaptable approach to risk management. The ability to stay ahead of these risks is critical, as even minor lapses can lead to significant reputational and financial damage. In this session, you will learn how to identify, assess, and mitigate risks through each phase of the customer journey, emphasizing the importance of aligning risk management strategies with business objectives. Attendees will gain insights into the latest tools and techniques for safeguarding platforms against emerging threats, ensuring a seamless and secure experience for customers while maintaining the integrity of the business. Additionally, the session will highlight real-world case studies to demonstrate successful risk mitigation strategies in action.

11:20 PM - 11:50 AM
Empire Room

Using Shared Intelligence to Protect Against Marketplace Fraud Risks | Kimberly Sutherland, Vice President, Fraud & Identity Strategy, LexisNexis Risk Solutions

Customer identity networks and consortia models that safely share positive and negative transaction and behavior data are making a real difference for organizations and marketplaces globally. In this session, we will review some of the latest findings and real examples from the LexisNexis Digital Identity Network. Trust and safety increases when marketplaces realize the importance of shared intelligence -- it takes a network of organizations to effectively fight the continuously evolving network of global fraudsters.



AGENDA TUESDAY 17 SEPT

11:20 PM - 11:50 AM
Twinkle Room

Workshop: Train Your Own AI Risk Model (Part 2) | Ibby Syed, CEO, Cotera; and Paige Zachs, VP, Supply Chain, Operations & Customer, Coterie Baby

In today's fast-paced business environment, companies often overlook the valuable insights hidden within their customer experience (CX) data. This workshop will demonstrate how analyzing CX tickets and reviews can help organizations identify and mitigate potential risks before they escalate into larger issues. Participants will learn to recognize the value of CX data as an early warning system for risks using real-world examples, including a Chipotle case study where early signs of an E-Coli outbreak were evident in customer reviews. They will also develop strategies for effectively mining CX tickets and reviews for risk indicators using AI and setting up monitoring systems to raise significant threats to customer and brand safety. By the end of the workshop, attendees will be equipped with practical skills and insights to leverage CX data for proactive risk management in their own organizations.

12:00 PM - 12:30 PM
Incognia Room

Right Experience, Right Moment: Unlocking Marketplace Success by Balancing Risk and Conversion | Peter Allen, Senior Director, Compliance Systems & Data, GLG; and Lindsey Bergh, Head of Customer Success, Persona

It's no secret: bad actors are exploiting identity trust wherever possible and with a new generation of tools, making it exponentially harder to protect your platform. Making your onboarding process impossible to get through isn't an option, so you need a way to adjust each user's experience based on their risk and your own compliance requirements. Learn the best practices behind building verification flows that help safeguard your platform — all while providing the best user experience possible.

12:00 PM - 12:30 PM
LegitScript Room

Overcoming Fraud Challenges in Online Marketplaces - Without Impacting UX | Keshia Rose, Senior Developer Evangelist, Fingerprint; and Natchie Subramaniam Thiagarajah, Director - Fraud Data Science & Analytics, ID.me

Marketplaces are where consumers are shopping! By some industry estimates, sales in online marketplaces may overtake first-party e-commerce channels by 2025. Marketplaces have added over $1.7tn in consumer spending since 2019. But all this growth brings its challenges — for example, this expansion has resulted in digital marketplaces becoming a prime target for fraud attacks. The latest estimates gauge the impact at billions of dollars lost per year, and a large portion of these losses have been associated with identity-based fraud like new account fraud and account takeover. In this presentation, we will examine the impact of these challenges, discuss the difficulty of balancing user experience with fraud prevention, and dive into how organizations can defend themselves against these large-scale attacks.

12:00 PM - 12:35 PM
Clear Room

TBD | TBD

TBD

12:00 PM - 12:40 PM
Empire Room

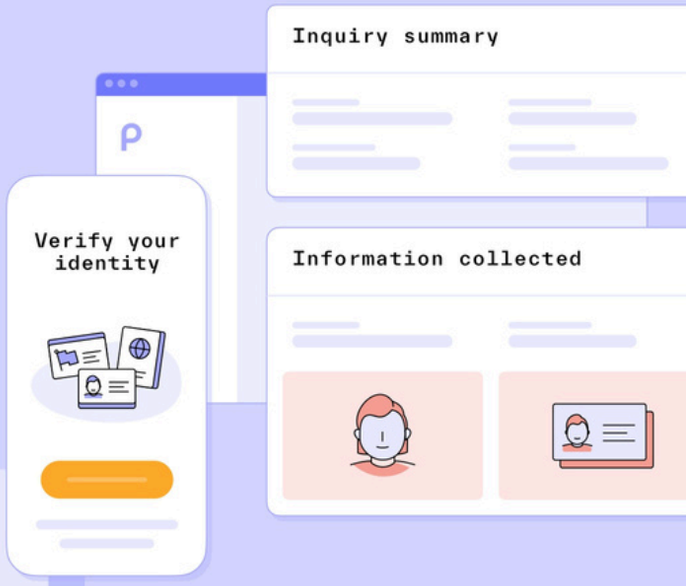
The Fraudster Playbook: Step-by-step Instructions for Defrauding Peer-to-Peer Marketplaces | André Ferraz, Co-Founder & CEO, Incognia

In this eye-opening session, we'll dive into the world of fraudsters and expose the tactics they use to exploit peer-to-peer marketplaces. By walking through a detailed "playbook" of methods bad actors employ—from resetting devices and creating fake accounts to manipulating transactions—you'll gain a firsthand understanding of how these schemes unfold. Our goal isn't to empower fraudsters but to arm you with the knowledge to better anticipate, identify, and combat these deceptive practices.

persona

Build trust globally. Fight fraud at scale.

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



One unified identity platform for balancing conversion and risk

01 Craft dynamic user experiences

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

02 Meet evolving compliance regulations

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

03 Proactively discover and block fraud

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

04 Automate and orchestrate identity processes on one platform.

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

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AGENDA TUESDAY 17 SEPT

12:00 PM - 12:40 PM
Twinkle Room

Trust & Safety Mentor Match

Registration through the community app is required to access the various mentors. T&S Mentor Match is a program designed to provide mentorship for trust & safety professionals, as well as those looking to transition into the field. The mentorship offers personalized, 1:1 career coaching, covering topics such as long and short-term career planning, industry insights, goal setting, leadership development, and more. Register now!

12:30 PM - 1:30 PM
Convene

Networking Lunch

Grab lunch with old friends and new colleagues.

1:15 PM - 1:55 PM
Incognia Room

Moderation Challenges in Online to Offline Platform Settings|Talha Baig, Product Manager, Hive AI; Jeff Dunn, Vice President of Trust & Safety, Hinge; and Theodora Skeadas, Community Policy Manager, DoorDash

In today's digital-native world, the lines between online and offline spaces have increasingly blurred. Unique challenges surface when using platforms that specifically encourage in-person interactions such as dating apps, food delivery, and other marketplaces. Theodora Skeadas, Jeff Dunn, and Talha Baig bring a breadth of experiences from different platforms in the online-to-offline (O2O) space such as DoorDash, Hinge, and Facebook Marketplace. You will leave the session armed with best policy and engineering practices in keeping your users safe in the physical and digital worlds.

1:15 PM - 1:55 PM
LegitScript Room

Resilience in Growth: Vinted's Battle Against Fraud|Aurelija Pletiene, Director of Engineering, Vinted; and Arūnas Umbrasas, Director of Data Science & Analytics, Trust and Safety, Vinted

In this session, directors will discuss Vinted's journey as it became a household name across Europe, attracting the attention of fraudsters and facing unprecedented risks. They will delve into the exponential growth of Vinted's Trust and Safety department, which expanded its headcount from ten to one hundred, becoming a core part of the company's value proposition. They will explore key challenges and lessons learned, including: (1) How to set focus, providing examples of organizational structure adaptations and tools used in crisis response; (2) Securing buy-in and growing the team, sharing methods for gaining top management support and managing rapid team expansion; (3) Insights into understanding fraud patterns, exploring counter-intelligence methods to comprehend bad actors; and (4) Tackling the challenge of measuring success, discussing the difficulties in identifying metrics and how to effectively measure trust and safety outcomes with available resources.

1:15 PM - 1:55 PM
Clear Room

Scaling Trust & Safety Operations as Your Marketplace Grows|Mike Cooper, Director of Trust & Safety, Trustpilot; Camilla Hegarty, SVP Global Practice Lead & Business Development T&S, Teleperformance; and Ryan Stevens, VP, Marketplace Strategy, Clutch

This session will explore the challenges and strategies associated with expanding trust and safety operations in rapidly growing marketplaces. The panel will share their expertise on scaling teams, leveraging data analytics, and implementing effective policies to maintain a secure and trustworthy platform. Attendees will learn about best practices for managing growth while ensuring the safety and satisfaction of users, as well as how to stay ahead of emerging threats and adapt to the evolving digital landscape. Don't miss this opportunity to hear from top leaders in the field and gain valuable insights on successfully scaling trust and safety operations while balancing innovation, security, and user experience.

AGENDA TUESDAY 17 SEPT

1:15 PM - 1:55 PM
Empire Room

Profile of a Bad Actor: Who's Committing Review Fraud?|Alex Calvert, Senior Risk Manager, Amazon; Robert O'Neill, Associate Director of Content Fraud, Trust & Safety, TripAdvisor; and Thomas Vermeulen, Director, Fraud & Investigations, Trustpilot

Whether you're booking a hotel, buying a blender, or hiring a plumber, the first thing you're likely to do online is check out the reviews to help guide you towards a good experience. But can these reviews be trusted? This panel will explore what's being done in this space to protect consumers, what sort of bad actors are inclined to write and submit fake reviews, and what's next in this dynamic and exciting frontier of fraud.

1:15 PM - 1:55 PM
Twinkle Room

Trust & Safety Mentor Match

Registration through the community app is required to access the various mentors. T&S Mentor Match is a program designed to provide mentorship for trust & safety professionals, as well as those looking to transition into the field. The mentorship offers personalized, 1:1 career coaching, covering topics such as long and short-term career planning, industry insights, goal setting, leadership development, and more. Register now!

2:05 PM - 2:35 PM
Incognia Room

Navigating Complex Compliance Cases: A Balanced Approach|Sherry Lin, Head of Premium Experiences, Play & Android, Google

This presentation delves into the challenges faced by teams at the intersection of policy, operations, and escalations in marketplace risk management. It explores the creation of a decision-making rubric that balances leniency and enforcement, incorporating diverse priority factors to guide actions in difficult compliance cases. The session emphasizes the importance of establishing a flexible high-level framework for escalation management, emphasizing the need for leadership buy-in and cross-functional collaboration to ensure effective decision-making in high-pressure situations.

2:05 PM - 2:35 PM
LegitScript Room

AI at the Gates: Combating AI-Driven Assaults on the Customer Experience|Nate Kharrl, CEO & Founder, Spec; and Alexandra Winkler, Trust & Safety Manager, Indiegogo

This session will dive into the alarming rise of AI-powered attack tools that exploit customer journey touchpoints to dismantle account security, manipulate risk models, and bypass policy enforcement mechanisms. These tools are broadly available and used by fraud rings and entry-level attackers. We'll explore the mechanics of these tools, focusing on their capability to learn and adapt, rendering traditional fraud and security tools less effective. We will present the newest adversarial tactics, including how attackers systematically breach protective measures meant to prevent abuse and fraud. Attendees will learn how to spot, stop, and poison the AI-powered tools used to attack the customer experience.

2:05 PM - 2:35 PM
Clear Room

Trust and Safety Best Practices: An Industry-Wide Approach|Farzaneh Badiei, Head of Outreach and Engagement, Digital Trust and Safety Partnership; and Patrick Gage Kelley, Security, Privacy & Anti-Abuse Researcher, Google

At the Digital Trust and Safety Partnership, we are committed to developing trust and safety industry best practices to ensure consumer trust and safety when using digital services. Standardizing digital trust and safety is not just for social media platforms. In the digital era, commerce and expression are intertwined. It is the rare purchase that does not come with a chance to leave a review. And our interactions with strangers are increasingly mediated by online services who find themselves in positions of responsibility for ensuring safe and trustworthy experiences. Join us to explore how our partners with diverse digital services and products participate in DTSP and how they benefit from these collaborations.

2:05 PM - 2:35 PM
Empire Room

Navigating Trust and Safety in the Digital Marketplace: Strategies, AI Integration, and Future Regulations | Kenton Kilmer, Co-Founder & CEO, Addigence; Michael Lopiansky, Co-Founder & COO, Addigence; Joe Misseri, Trust & Safety, Google; and Heather Stewart, Managing Director, Red Maple Strategies

In an era of rapidly evolving digital marketplaces, ensuring trust and safety is paramount. This panel brings together industry leaders to discuss strategies for combating fraud, integrating AI, and preparing for future regulations. Join us for a comprehensive discussion on the evolution of trust and safety measures and their impact on user engagement. Learn how to navigate the complex regulatory landscape and keep your marketplace secure and compliant in the digital age.

2:05 PM - 2:35 PM
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2:45 PM - 3:15 PM
Incognia Room

Organized Retail Crime - Fighting Sophisticated Threat Actors in P2P Marketplaces | John Matas, Founder & President, Blacklight Consulting; and Tomer Poran, VP Strategy & Community, ActiveFence

Organized Retail Crime comprises a large and growing percentage of the total fraud that marketplaces are seeing. They are sophisticated, cyber-savvy, operate in jurisdictions where taking law-enforcement action is more difficult, and are constantly iterating methods and tailoring abuse to the platform they are attacking. But not all is lost! We'll explore some methodologies that top industry fraud-fighters have successfully deployed in fighting off these threat actors.

2:45 PM - 3:15 PM
LegitScript Room

Developing Trust & Safety Policy Best Practices | Heather Grunkemeier, Founder, Twinkle; Camilla Hegarty, SVP Global Practice Lead & Business Development T&S, Teleperformance; and Aurelija Pletiene, Director of Engineering, Vinted

This session will explore the essential components of creating and implementing effective trust and safety policies in today's digital landscape. The panel will discuss the development of comprehensive policies, the integration of best practices, and the importance of cross-functional collaboration. Attendees will learn about real-world examples and strategies for addressing challenges, ensuring compliance, and fostering a safe and trustworthy environment for users. Don't miss this opportunity to gain valuable insights from industry leaders and enhance your understanding of trust and safety policy development.


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AGENDA TUESDAY 17 SEPT

2:45 PM - 3:15 PM
Clear Room

Navigating Cultural Flashpoints in Your Marketplace | Loren Gesinsky, Partner, Seyfarth Shaw LLP

In this socio-politically charged and rapidly evolving era, the upcoming election, wars, and cultural differences are creating tensions with and between consumer users, investors, platform workers, and decision makers. Hear about proactive best practices for navigating these cultural flashpoints consistent with your platform's business objectives and values.

2:45 PM - 3:15 PM
Empire Room

Building Marketplace Trust: Reviews, Relationships, and Community | Sujata Mukherjee, Head of Global Research, Trust & Safety, Google; and Ryan Stevens, VP, Marketplace Strategy, Clutch

Trust is a complex construct... in real life and online. It doesn't matter if the marketplace serves a social or utilitarian purpose, the best online marketplaces make trust a priority. Marketplaces can build trust using a variety of factors, in this presentation, we will walk through three trust-enabling approaches: reviews, relationships, and community. Audience members will walk away with real-life insights from two trust & safety veterans who are experts in B2B marketplaces and large-scale consumer platforms. Audience members will be provided with trust-building best practices and leave with a deeper understanding of the relationship between authenticity and the brand health of a marketplace.

2:45 PM - 3:15 PM
Twinkle Room

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3:15 PM - 3:30 PM
Convene

Afternoon Coffee Break

Have a coffee with old friends and new colleagues.

3:30 PM - 4:10 PM
Incognia Room

Trauma-Informed Trust & Safety: Programs to Support Mental Health on Platforms and in the Workplace | Ally Coll, Founder & CEO, The Purple Method; Heather Grunkemeier, Founder, Twinkle; and Kristin Kupiec, Associate Manager, Community Response, DoorDash

Trust and safety teams work under immense pressure to address some of the most troubling harms that exist in our society, often facing emotionally taxing and distressing situations. In this fireside chat-style session, you'll gain valuable insights into how organizations can better support the mental health and well-being of internal trust and safety team members as they engage in this critical work. Learn strategies for creating a supportive, resilient workplace culture that prioritizes employee mental health, while also ensuring your team is well-equipped to bring a trauma-informed lens to their interactions with your user base. Additionally, the session will explore real-world examples of how companies have implemented mental health support systems and the positive impact these efforts have had on both employees and the business as a whole.

AGENDA TUESDAY 17 SEPT

3:30 PM - 4:10 PM
LegitScript Room

Foretelling Fraud: Ensuring an Advantage is in the Cards|Brittany Allen, Senior Trust and Safety Architect, Sift; and Joe Gentile, Trust & Safety Program Manager, TCGPlayer (an Ebay company)

This session will focus on how marketplaces identify and stop fraudulent users before they affect the community as a whole. We'll showcase how to stop fraud at registration or first listing while maintaining smooth experiences for legitimate customers and protecting your seller community from account takeovers. Discover TCGplayer's approach to managing new seller accounts, maintaining low false positives, and using advanced techniques to prevent fraud before payment transactions. We'll also share real-life examples of fraud tactics from the Deep and Dark Web, discuss effective strategies that also enable business growth, and examine the ideal future state of fraud prevention.

3:30 PM - 4:10 PM
Clear Room

How Generative AI Works and How to Use It|Michael Dworsky, CEO & Co-Founder, Cove; and Kaelin Sprawls, GTM, OpenAI

This session will delve into the fundamentals of generative AI, explaining the underlying technologies and methodologies that power these advanced systems. Experts will provide insights into the practical applications of generative AI across various industries, showcasing how this technology can be harnessed to drive innovation and efficiency. Attendees will learn about the potential benefits, challenges, and ethical considerations associated with generative AI, as well as gaining practical knowledge on how to implement and utilize these systems effectively in their own projects. Don't miss this opportunity to hear from leading experts in the field and explore the transformative potential of generative AI.

3:30 PM - 4:10 PM
Empire Room

The How, When, and Why of Assessing 3P Content Moderation Systems|Prasanna Tamminayana, Product Manager, Bumble

This talk will explore best practices for assessing third-party content moderation systems, emphasizing the importance of policy alignment and label consistency in driving system accuracy. It will cover end-to-end testing and how to tailor approaches based on specific goals, whether for a startup or an established platform. The session will also address the human element of integrating third-party systems into a tech stack. Finally, it will examine methods to standardize assessments for fair vendor comparisons and consistent performance tracking to maintain user trust, optimize costs, ensure regulatory compliance, and enhance user experience.

3:30 PM - 4:10 PM
Twinkle Room

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4:20 PM - 5:00 PM
Incognia Room

Child Safety in the Marketplace: Prevention and Readiness (from Product to Regulations)|Camilla Hegarty, SVP Global Practice Lead & Business Development T&S, Teleperformance; Caroline Humer, Founder, Trust & Safety Forum; and Vaishnavi J, Founder, Vyanams Strategies (VYS)

This session will cover how to ensure child safety in online marketplaces and platforms. The panel will discuss preventive measures, product design, and regulatory compliance for protecting young users. It will offer insights on safety protocols, technology's role in mitigating risks, and strategies for creating a safer online environment. Attendees will learn about key challenges and solutions, from developing safe products to implementing regulations. Don't miss this chance to learn from experts and enhance your marketplace's readiness in safeguarding children.

AGENDA TUESDAY 17 SEPT

4:20 PM - 5:00 PM
LegitScript Room

Incident Response Best Practices | Stephen Fusco, Senior Director of Legal Affairs and Data Privacy, HopSkipDrive; Jeremy Gottschalk, CEO & Founder, Marketplace Risk; and Kristin Kupiec, Associate Manager, Community Response, DoorDash

Incidents and legal threats are inevitable, no matter how strong your trust and safety policies are. Join this session for a roadmap on preparing and responding to such events, focusing on centralized monitoring and information preservation. It covers strategies for engaging with users, media, law enforcement, and attorneys, with an emphasis on empathy and timely responses. Practical advice will be offered on handling user complaints, social media crises, and legal inquiries while maintaining a solid legal stance. Attendees will learn how to turn challenges into opportunities to strengthen trust and safety.

4:20 PM - 5:00 PM
Clear Room

Building Customer Trust Through Authentic User Experience | Alexandra Miceli, Senior Director - Therapist Recruitment, NOCD; and Daniel Sorochkin, Co-Founder and CEO, TakeOne

Fake and AI-gen provider accounts are becoming more of an issue on many platforms, and customers are losing trust. It's not enough to verify that the provider/seller is real through identification, it's also important to give customers the experience that the platform is secure and trustworthy. Panel will discuss how NOCD created a much more secure and safe experience for customers through authentic provider introduction videos. By using TakeOne, NOCD guaranteed the videos were recorded by real people (no fake or AI gen videos/photos) and that the providers looked professional. Customers felt a lot more trusting towards the platform and its providers, and user satisfaction and conversions grew.

4:20 PM - 5:00 PM
Empire Room

Mitigating Fraud and Chargebacks in a Marketplace Model | Qi Cao, Founder & CEO, Chargeblast

In this panel, marketplace merchants will learn how to properly multi-layer payment processing account (e.g., Stripe Connect) with fraud and chargeback mitigation tools in order to lower risk while improving payment authorization rate. Marketplaces that lower chargeback risk often see outsized ROI through more accepted transactions. Marketplaces can even implement these solutions at the sub-mesrchant level so that the effects are more targeted towards high-risk merchants as opposed to low-risk merchants. Optimizing for fraud and chargeback risk can drive millions in additional sales and savings.

4:20 PM - 5:00 PM
Twinkle Room

TBD | TBD

TBD

5:00 PM - 7:00 PM
Convene

Networking Reception

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


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SPEAKER BIOGRAPHIES

SPEAKER BIOGRAPHIES

Brittany Allen, Senior Trust and Safety Architect, Sift

Brittany Allen is a Senior Trust and Safety Architect at Sift. She has almost 15 years of experience combating e-commerce marketplace fraud at companies such as Etsy, Airbnb, 1stdibs, and letgo. Her current role focuses on trust and safety education, developing industry best practices and strategies, and representing the merchant's voice at Sift.

Peter Allen, Senior Director, Compliance Systems & Data, GLG

Peter Allen is the Senior Director, Compliance Systems & Data at GLG, the world's leading B2B platform connecting professionals with expert insight, He leads a systems and data team that identifies platform risk patterns, builds models for predictive analytics, collaborates on opportunities for automation, and improves the overall efficiency of the global compliance team's efforts. Based out of New York, Peter brings over 10 years of compliance experience to his role.

Farzaneh Badiei, Head of Outreach and Engagement, Digital Trust and Safety Partnership

Dr. Farzaneh Badiei is the head of outreach and engagement at Digital Trust and Safety Partnership. She is the founder of Digital Medusa, an initiative that focuses on protecting the core values of our global digital space with sound governance. For the past decade, Farzaneh has directed and led projects about Internet and social media governance. She has also been a leader in building and engaging with diverse communities and stakeholders. She has undertaken research at Yale Law School, Georgia Institute of Technology and the Humboldt Institute for Internet and Society in Berlin.

Talha Baig, Product Manager, Hive AI

Talha is a Product Manager at Hive, where he leads Trust and Safety. He also co-hosts the Trust in Tech podcast and serves on the Community Leadership Council for the Integrity Institute. Previously, Talha worked at Facebook Marketplace, where he was a Machine Learning Engineer, and has also previously co-founded a Y-Combinator backed startup. Talha is deeply committed to fostering safe online environments and actively shapes industry standards through his work and leadership.

Lindsey Bergh, Head of Customer Success, Persona

Lindsey Bergh is the Head of Customer Success at Persona, the identity platform that offers businesses the building blocks to create personalized identity verification experiences for any use case. In her role, Lindsey oversees customer success strategy, partnering closely with Persona's customers to ensure they achieve their desired business outcomes. Persona is backed by Founders Fund, Index Ventures, and Coatue and serves a wide range of industries with customers including Instacart, Etsy, Coursera, and OpenAI.

Dan Bratshpis, Co-Founder & CEO, INSHUR

Dan has 20 years' experience spanning technology, finance and insurance. He started his career on Wall St, enabling the rapid transformation of the equities trading industry from human based to algorithmic technology. Believing that the insurance industry is ripe for similar disruption, Dan spotted an opportunity in the on-demand economy space in 2016. As an immigrant, he realized that the on-demand economy enables lots of entrepreneurs to make a living on platforms like Uber and Amazon. INSHUR was born to enable these entrepreneurs to thrive by protecting their businesses through insurance solutions. He is a Cornell University graduate.

Erin Brusseau, Director, Content Moderation Operations, Wish (Former)

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

Alex Calvert, Senior Risk Manager, Amazon

Analytical professional with over a decade of experience in senior roles conducting confidential investigations into fraud and counterfeiting on Amazon's stores. Experienced at partnering data/tool owners to create long term preventative solutions for identified abuse MO's. In short "I solve problems for Amazon customers and make them for bad actors engaging in Counterfeit or Fraud."

Qi Cao, Founder & CEO, Chargeblast

Qi Cao is the founder & CEO of Chargeblast. Prior to Chargeblast, Qi was a hedge fund investor at Point72. Before that, Qi worked in corporate development at IndigoAg. Qi started his career in biotech consulting at ClearView. He earned a B.S. in Molecular and Cellular Biology at Yale.

Fernando Castellanos, Chief Revenue Officer, EverC

Fernando Castellanos, Chief Revenue Officer at EverC, is a proven leader with a strong track record of building high-performing teams that have a tangible impact on growth for SaaS companies. He has extensive knowledge in SaaS and risk intelligence for US-based and global players in the ecommerce ecosystem, with a focus on innovative risk management technology for online platforms and marketplaces.

Ally Coll, Founder & CEO, The Purple Method

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

SPEAKER BIOGRAPHIES

Mike Cooper, Director of Trust & Safety, Trustpilot

Mike is the Director of Trust and Safety at Trustpilot, where he leads the Product & Regulatory team. His mission is to ensure that Trustpilot's products and services are built with trust at their core, while fully complying with legal and regulatory standards across key markets. Mike is a lawyer with >15 years' experience spanning start-ups, high growth companies, and large corporates. He loves working with great people to solve gnarly problems at scale. Mike's experience spans Trust & Safety, Product Development, Regulatory Compliance, Disputes, Regulatory Investigations & Risk.

Alexis Crews, Senior Fellow, Information Integrity, All Tech Is Human

Alexis Crews is a leading strategist and advisor in foreign policy and technology, specializing in global governance, civil society, and social change. With extensive experience in the U.S. government and tech sector, she advises leaders on strategic policy and partnerships. Recently, she has focused on the impact of AI and technology on elections and the potential for platform and AI governance.

Pamela Devata, Partner, Seyfarth Shaw LLP

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

Gena Diacomanolis, Director, RAINN

Gena is a determined advocate for sexual violence survivors, with a strong track record of success. As RAINN's Director of Institutional Giving, Gena brings her non-profit experience and anti-sexual violence expertise to engage corporate and institutional partners in RAINN's mission and impact. Before joining RAINN, Gena directed the Brooklyn Child Advocacy Center, a trauma and equity-informed, multidisciplinary team approach to the investigation of child abuse. Gena holds a BA from Connecticut College and a JD from Seton Hall University School of Law. She lives in Brooklyn, NY.

Jeff Dunn, Vice President of Trust & Safety, Hinge

Global team lead focused on earning trust through authentic engagement and scaled operations. Passionate about helping others, driving long-term growth, and protecting you online. 15+ years experience leading communications, operations, and partnership teams. Deep experience managing globally distributed teams that deliver scalable and impactful projects which truly help others.

Michael Dworsky, CEO & Co-Founder, Cove

Michael is the CEO & Co-Founder of Cove, a software company that offers no-code Trust & Safety solutions to platforms with user-generated content. Cove processes 1.5 billion pieces of text, audio, image, and video content per month. Before Cove, Michael graduated with a degree in applied math from Stanford University and worked as a software engineer on Meta's Trust & Safety teams for four years, combatting election interference, vaccine disinformation, hate speech, harassment, and violence.

Leah Ferentinos, Advisory Risk Manager, KPMG US

Leah Ferentinos is a Trust & Safety election integrity expert. A manager at KPMG, she develops frameworks for responsible AI/digital safety compliance. Leah served as a policy manager at Meta countering misinformation in political content online. She has worked at Yale Law School's Information Society Project, Floyd Abrams Institute for Freedom of Expression, & Annenberg Public Policy Center (home of factcheck.org). She co-founded the Information Professionals Association NYC chapter, advises All Tech is Human, & sits on the Community Leadership Committee for Integrity Institute. She holds degrees from Penn Law & the Annenberg School at UPenn.

André Ferraz, Co-Founder & CEO, Incognia

André Ferraz is the Founder and CEO of Incognia, the innovator of next-generation identity solutions for secure digital experiences. He and his team have spent over a decade perfecting the location technology that makes up the foundation of Incognia's fraud detection platform. Originally from Brazil, André founded his first company while at university, where he studied Computer Science. After a successful exit, Andre founded Incognia in 2020, and today, it secures hundreds of millions of devices across 180 countries. He is an active member of multiple start-up and entrepreneurship support organizations, including Endeavor.

Becky Foley, Vice President, Head of Trust & Safety, Tripadvisor

Becky leads Tripadvisor's global Trust & Safety organization, which is responsible for ensuring that Tripadvisor is fair, safe and trustworthy for the millions of consumers and businesses that use the platform every single day. She has worked with Tripadvisor for over a decade and leads a team that is dedicated to several critical priorities, including user-generated content policy and process, fraud prevention, location data, and traveler safety.

SPEAKER BIOGRAPHIES

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

As senior director legal counsel, compliance officer, and growth partner, Stephen spent his career at the forefront of technology innovation, regulatory disruption, and data privacy—helping mission-driven start-ups to Fortune 500 companies scale growth, protect corporate reputation, and balance legal risk. Stephen is currently the Senior Director of Legal, overseeing commercial affairs at HopSkipDrive. He also serves on the board of directors for Special Olympics of Colorado.

Joe Gentile, Trust & Safety Program Manager, TCGPlayer (an Ebay company)

Joe Gentile boasts an 11-year tenure at TCGplayer, ascending from Customer Experience Agent to Staff Accountant, and now excels as Trust & Safety Program Manager. His banking experience informs his understanding of transactional integrity, while his customer service and financial acumen empower him to identify anomalies and analyze trends.

Loren Gesinsky, Partner, Seyfarth Shaw LLP

In these polarized times, Loren helps clients navigate cultural flashpoints arising from areas of socio-political tension such as elections, wars, and identifying characteristics like gender, race, and religion. For more than 25 years he has been counseling, negotiating, and litigating in partnership with employers on a broad range of pressing and high-value legal issues relating to the workplace and relationships with third parties. He also helps clients develop and improve initiatives in Diversity, Equity, and Inclusion (DEI) and Environmental, Social, and Governance (ESG).

Heather Grunkemeier, Founder, Twinkle

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

Camilla Hegarty, SVP Global Practice Lead & Business Development T&S, Teleperformance

A highly experienced industry expert with over 25 years of expertise in service delivery, project management, and BPO program director roles for top-tier companies where she has built a reputation in Service delivery lead, policy development, insights management, and AI automation within the T&S function. With more than a decade of experience in T&S across numerous global clients, leading large-scale global operations, implementing innovative/agile solutions. As Global Practice Lead & business development at TP she looks to support clients across all industries (include eComm).



SPEAKER BIOGRAPHIES

Vall Herard, Founder & CEO, Saifr

Vall is the CEO and Co-Founder of Saifr.ai, a Fidelity Labs company, and serves as a Senior Vice President at Fidelity Labs, focusing on fintech innovation. With a background in successful fintech ventures and advanced degrees in Quantitative Finance from NYU and Big Data & AI from MIT, Vall operates at the crossroads of financial markets, AI, and emerging technologies. His current role involves bringing new fintech startups to market for Fidelity Labs. Vall has a strong track record in scaling companies globally, having previously driven growth at UBS Investment Bank, BNP Paribas, BNY Mellon, and Numerix. His expertise spans fintech, regtech, insurtech, capital markets, hedge funds, AI, and blockchain, and his strategic insights have been instrumental in building profitable businesses across various sectors.

Caroline Humer, Founder, Trust & Safety Forum

An expert in child protection, Caroline has devoted her life to safeguarding the most vulnerable groups. Her career spans across international non-profits and the trust & safety sector, where she focuses on developing policies and frameworks to combat online harms. She is a co-founder of the Trust & Safety Forum, a leading European Trust & Safety conference since 2022.

Vaishnavi J, Founder, Vyanams Strategies (VYS)

Vaishnavi is the founder of Vyanams Strategies (VYS), helping companies build innovative, age-appropriate experiences for children and teens. Her team helps startups and mid-sized companies develop child safety and privacy product guidance, content policies, and operations workflows. An expert in child safety, privacy, and age-appropriate design, Vaishnavi was previously the global head of youth policy at Meta, Twitter's head of video policy, Twitter's head of safety in the Asia-Pacific (APAC), and Google's child safety and privacy lead for APAC. She is an expert commentator for publications such as NPR, CNN, BBC, and the New York Times.

Patrick Gage Kelley, Security, Privacy & Anti-Abuse Researcher, Google

Patrick Gage Kelley is the Head of Research Strategy on the Trust & Safety team at Google. He has worked on projects that help us better understand how people think about their data and safety online. These include projects on the use and design of user-friendly privacy displays, passwords, location-sharing, mobile apps, encryption, technology ethics, designing products for people with the most significant digital safety risks, and most recently on people's relationship and understanding of AI. He currently lives in Brooklyn, where he's taking walks, reading books, and drawing type.

Sandra Khalil, Associate Director, All Tech Is Human

Sandra Khalil drives partnerships and collaborations at All Tech Is Human, a global responsible technology nonprofit organization with a robust trust and safety community. Before joining the team, Sandra spent eight years in public diplomacy, law enforcement and think tank roles, including posts at the United States Mission to the United Nations and Special Victims Bureau at the Manhattan District Attorney's Office. She holds a B.A. in Political Science and Arabic and an M.S. in Cyber Policy, with a focus on emerging tech policy. Her master's thesis delves into cybersecurity validation and enforcement modeling for CIKR sectors.

Nate Kharrl, CEO & Founder, Spec

Nate led product and solutions teams protecting the world's most attacked companies before founding Spec with Patrick Chen in 2020. They invented technology that scans Internet traffic and surfaces the identity, behavior, and intent of individual customers in that network volume. This became Spec Customer Journey Security, a product that helps global consumer enterprises detect and stop malicious bots and abusive users in real-time as they interact with online experiences.

Kenton Kilmer, Co-Founder & CEO, Addigence

Kenton, Co-Founder and CEO of Addigence, has over 15 years of experience in asset management, consulting, and investment banking. His company's Investment Manager Marketplace facilitates seamless transactions between buyers and sellers of investment strategies, improving transparency, liquidity, and access for emerging managers and providing allocators with secure investment opportunities. Kenton began his career in China as a hedge fund and private equity consultant before moving to investment banking as Vice President at Young America Capital. He graduated Summa Cum Laude from Columbia University in East Asian Studies, is fluent in Mandarin, and holds multiple FINRA licenses. Kenton also invented the patent-pending technology that powers Addigence.

Kathryn Kosmides, Founder & CEO, Garbo and Survivor Advocate, Helping Survivors

Kathryn Kosmides is the Founder and CEO of Garbo, a company dedicated to preventing harm in the digital age through innovative technology, tools, and education, including a unique online background check platform. Before founding Garbo, she helped launch and scale marketing, sales, and product development for numerous venture-backed startups. Kathryn has been featured in prominent publications such as Fortune, the Washington Post, TechCrunch, and Huffington Post, and was recognized as one of Fast Company's Most Creative People in Business in 2021.

SPEAKER BIOGRAPHIES

Kristin Kupiec, Associate Manager, Community Response, DoorDash

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

Sherry Lin, Head of Premium Experiences, Play & Android, Google

Sherry is a policy and trust & safety leader with over a decade of experience. She currently leads a Developer Experience team at Google Play & Android, focusing on user safety and developer trust. Prior to Google, she was a Strategy Manager at Accenture, leading projects across various industries. Sherry is passionate about using technology to improve lives, especially for the elderly and youth. She believes technology can empower through education, health, and social connection. Her early career focused on Public Health, receiving degrees in Kinesiology and Health Policy, and Poverty Justice and Human Capabilities from Rice University.

Michael Lopiansky, Co-Founder & COO, Addigence

Early in his career Michael founded two consumer products - Weevit and Picsee, and later ran a startup accelerator in Central Jersey. Michael also served as co-founder & Chief Products Officer at RestoreSkills, a health tech platform where he worked directly with the CMS on designing better way to measure progress and receive reimbursements. Currently, he serves as Co-founder and COO of Addigence, a marketplace connecting Qualified Clients with investment managers.

John Matas, Founder & President, Blacklight Consulting

John Matas is a prominent digital fraud and asset protection influencer, boasting a career spanning over three decades. His profound expertise in criminal investigations, organized retail crime, retail operations, open-source intelligence, and team development has established him as a trusted authority in the field. As the Founder and President of the boutique consulting company BLACKLIGHT, John has demonstrated an unwavering commitment and enthusiasm to advancing cyber-security threat intelligence and revenue integrity. You can learn more about John Matas and BLACKLIGHT at blacklightsecurity.com

Alexandra Miceli, Senior Director - Therapist Recruitment, NOCD

Alexandra Miceli is Senior Director of Therapist Recruitment at NOCD, focusing on network growth and system development. Since joining in May 2022, she has contributed to business development, B2B marketing, and branding strategies, fueling company growth. She is also a member of NOCD's Culture & Diversity Committee. With experience in client relations, branding, and production, she emphasizes intentional growth, system enhancements, and brand alignment. Alexandra holds a BS from Fordham University and is pursuing an MA in Counseling at Northwestern University. She is an ACA member and Membership Committee Chair of Chi Sigma Iota-NUO.

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Joe Misseri, Trust & Safety, Google

Joe Misseri is a Risk Strategist within Trust & Safety at Google focusing on content risk, including risk assessments and content-related regulatory requirements. Before Google, he spent over a decade at Goldman Sachs with responsibility for global operational risk quantification, scenario analyses, and regulatory capital requirements.

Rebecca Mond, Head of External Relations, Customer Trust and Abuse Prevention, Amazon

Rebecca Mond is an external affairs executive with over 15 years of experience leading global advocacy and external affairs campaigns in the trust and safety space. She currently serves as the Head of External Relations for Trust and Safety at Amazon, where she leads a global team focused on protecting customers from fake reviews, counterfeits, and organized retail crime. Prior to Amazon, Rebecca was VP of government affairs The Toy Association, advocating on a range of industry issues. Rebecca holds a BA in Government from Georgetown University.

Sujata Mukherjee, Head of Global Research, Trust & Safety, Google

Sujata is an accomplished leader with a proven track record in anticipating trends and executing strategies to transform organizations and people. Her experience spans operations, product management, policy design, audience engagement, and research. Her multidisciplinary background allows her to bridge industry and academia effectively. Known for her ability to build cross-functional alliances and tackle complex challenges, she excels in connecting people, systems, and strategy. She has been recognized and awarded for her transformative and inspiring leadership.

Robert O'Neill, Associate Director of Content Fraud, Trust & Safety, TripAdvisor

As Associate Director of Content Fraud, on the Trust & Safety Team at Tripadvisor, I oversee policy and procedure regarding fake reviews, fake listings, and a number of other issues that all center around ensuring that Tripadvisor is the best and most reliable source of information to help travelers make informed decisions.

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 risk program. Building simple, relevant and valuable safety nets into the platform economy motivates him. He has held numerous strategy, risk and venture building roles over the past two decades; prior to Wolt, Garrett worked directly with the Executive Boards at Zurich Insurance Group, Mærsk and FLSmidth A/S.

Aurelija Pletiene, Director of Engineering, Vinted

Aurelija Pletiene is a Director of Engineering with a rich background in scaling engineering teams and integrating trust and safety measures. She excels in aligning engineering strategies with product vision and mission, ensuring secure and innovative solutions that meet user needs. Aurelija combines her expertise in building high-performance teams with a strong focus on developing robust safety protocols and scaling systems effectively to drive success across complex projects.

Megan Poonolly, Head of Developer Experience, Trust & Safety, Google

Megan Poonolly is a trust and safety leader with over 17 years of experience across tech, law, and safety. She currently leads developer experience within the Trust & Safety team for Google Play and Android. Previously, she was the Head of Safety at Care.com, managing the user safety program and leading the Global Safety team. Megan's career also includes years as an attorney specializing in background screening and safety at global law firms and Uber, and earlier, as a systems engineer for a defense contracting company. She holds a B.S. in Computer Science from the University of Virginia and a J.D. from the University of Pennsylvania Carey Law School.

Catherine Porter, Chief Business Officer, Prove

Catherine is passionate about international growth, business development, and marketing for consumer Internet companies. She is also dedicated to mentorship, leadership development, and helping others achieve their best on high-growth teams. She enjoys the challenge of uniting people across an organization to achieve great results as a high-performing team. Her international experience spans nearly fourteen years working with companies in Japan (where she is business fluent in Japanese), as well as in Asia Pacific (e.g., Singapore, India, China) and Europe.

Melissa Reitberg, Attorney, Meirowitz & Wasserberg, LLP

Melissa Reitberg is a personal injury attorney in NYC and the greater NY and NJ area. Melissa started her legal career advocating for and supporting small business owners and artists to pursue their dreams, prior to joining a well-respected New York City based litigation firm, where she worked on asbestos, toxic tort, environmental liability cases, products liability, personal injury, and complex New York Labor Law and construction accident cases, largely on the defense side. The experience of working on both sides of the bar and in corporate transactional law gives Melissa a unique perspective and a well-rounded vision for her practice.

SPEAKER BIOGRAPHIES

Keshia Rose, Senior Developer Evangelist, Fingerprint

Keshia is a Senior Developer Evangelist at Fingerprint, a highly accurate device intelligence platform. With a 10-year background in data and creating API-first products, she has experience enabling developers and non-developers alike to succeed and make an impact. Her current focus at Fingerprint is empowering developers to combat online fraud with powerful visitor identification tools and actionable data. Keshia is naturally curious and enjoys learning new skills and discovering ways to help others through technology.

Theodora Skeadas, Community Policy Manager, DoorDash

Theodora (Theo) Skeadas is the Community Policy Manager at DoorDash, where she builds trust and safety policies to make DoorDash the safest and most trusted marketplace out there. Previously at Twitter, she managed the Trust and Safety Council, a research hub within the Public Policy team, and a trusted flaggers program for human rights defenders, and she supported Twitter's global civic integrity, transparency, and crisis response efforts. Before, she worked in national security at Booz Allen Hamilton, examining public sentiment, social movements, and disinformation for the U.S. Federal Government. She an Adviser for All Tech is Human.

Daniel Sorochkin, Co-Founder and CEO, TakeOne

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

Kaelin Sprawls, GTM, OpenAI

Kaelin Sprawls is a technology GTM professional with a background in strategic projects and artificial intelligence. Currently, she is on the GTM team at OpenAI, working with clients implementing AI strategies through ChatGPT Enterprise. Her career began in Silicon Valley at Oracle and NS1, a VC-backed Network Infrastructure startup acquired by IBM in 2023. A proud UCLA student-athlete alumna with a political science and economics background, Kaelin also holds an Executive MBA from Columbia Business School.

Ryan Stevens, VP, Marketplace Strategy, Clutch

Ryan Stevens is the Vice President of Strategy at Clutch, the leading global marketplace of B2B service providers. More than 1 million business leaders start at Clutch each month to read in-depth client reviews and discover trusted agency partners to meet their business needs. Clutch has been recognized by Inc Magazine as one of the 5000 fastest-growing private companies in the United States and has been listed in Deloitte’s North America Technology Fast 500. At Clutch, Ryan spearheads marketplace operations and customer experience strategy.

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.

Kimberly Sutherland, Vice President, Fraud & Identity Strategy, LexisNexis Risk Solutions

Kimberly Sutherland is Vice President of Fraud and Identity at LexisNexis Risk Solutions and leads the North American market for fraud analytics, digital identity, identity verification and authentication. Kim has received multiple recognitions as a Top 100 Leader in Identity, Top 50 Women Leader in Software as a Service, and Cybersecurity Woman of the Year. A graduate of Vanderbilt University and Otterbein University, she serves on the boards of the Identity Theft Resource Center and Women in Identity and represents LexisNexis Risk Solutions in the Better Identity Coalition.

Ibby Syed, CEO, Cotera

Ibby is the founder of Cotera, 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.

Natchie Subramaniam Thiagarajah, Director - Fraud Analytics, ID.me

Natchie Subramaniam Thiagarajah is a seasoned professional with extensive expertise in fraud data science and analytics. He currently serves as the Director of Fraud Data Science & Analytics at ID.me, where he plays a crucial role in leading initiatives to protect the organization against fraudulent activities.

SPEAKER BIOGRAPHIES

Nicole Trawick, Director, KPMG

Nicole is passionate about internet transparency and user safety. She helps global technology clients navigate an increasingly complex business environment and regulatory landscape. Nicole is a lead for KPMG's Big Tech Risk and Compliance global solution development - including regulatory change management, and Risk and Compliance program design. With experience in product development, operational strategy, and project management, she efficiently analyzes challenges and guides her teams to a solution. Nicole is skilled at implementing organizational change, industry benchmarking, gap analysis, risk assessment, governance design, regulatory finding remediation, data analytics, and data visualization.

Arūnas Umbrasas, Director of Data Science & Analytics, Trust and Safety, Vinted

Arūnas has a decade of experience in analytics. He started out in consulting and is currently fighting fraud at Vinted. Arūnas is passionate about solving business problems with data.

Thomas Vermeulen, Director, Fraud & Investigations, Trustpilot

Director of Fraud & Investigations | Trust & Safety Leadership member at Trustpilot | Leading an international, high-performance Fraud Team comprising Fraud Investigators, Fraud Analysts, and Enforcement Specialists. I specialize in fraud detection, investigations, and enforcement, as well as the development of trust signals and policies. My role is centered on identifying and mitigating fraudulent activities to uphold the platform's integrity and ensure online trust.

Alexandra Winkler, Trust & Safety Manager, Indiegogo

Alexandra Winkler is a Trust & Safety Manager at Indiegogo, where she is passionate about creating a strong and trusted platform for aspiring entrepreneurs as well as their backer communities. Throughout her 5 years at Indiegogo, she has implemented proactive solutions to fight fraud and protect customers. When she's not working, she enjoys hiking with her dog Magnus and reading the latest best-seller from the Book of the Month Club.

Paige Zachs, VP, Supply Chain, Operations & Customer, Coterie Baby

Operator with over 14+ years experience in global, large, and SMB organizations. Sweet spot in scaling consumer startups and transforming large-scale operations from time at Clare, Warby Parker, and management consulting firm, Strategy&. Highly skilled at moving strategy to execution, unlocking margin opportunities, and leveraging data to make better business decisions. Passionate about using tech to deliver exceptional customer experiences. Paying it forward by mentoring along the way.



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