Marketplace
Risk.

MARKETPLACE RISK MANAGEMENT CONFERENCE

2023

SAN FRANCISCO, MAY 16-18

INCOGNIA

Prevent scams & protect good users with tamper-proof location identity

Place-level location signals & device intelligence for:

- Real-time user & listing verification
- Scam & abuse prevention
- Frictionless account protection



Incognia is proud to be a presenting sponsor of the 2023 Marketplace Risk Management Conference.

Learn more →

#WELCOME



Greetings!

Welcome to the tenth conference organized by Maketplace Risk! 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 exchange information with their peers who share the same goal - protecting platforms and communities.

This year's Marketplace Risk Management Conference is the best and the biggest yet, and we thank you for being a part of it! Over the next few days, you will have the opportunity to attend 70 cutting-edge sessions delivered by nearly 150 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! 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. I especially want to thank Incognia and Sittercity for presenting this year's conference. 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!

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!

One of the things that is so exciting and inspiring about the world of marketplaces is how fast this space moves, which is why it's vital that our resources and education are always topical and relevant. Our conference is very much a part of this – because bringing so many big-name platforms, up-and-coming new marketplaces, and, of course world-class experts together in one place is a sure-fire way for the most up-to-date knowledge to get shared.

Our new Advisory Board has been instrumental in shaping the conference agenda and creating fantastic sessions, and we're incredibly grateful for their support. We're excited to offer you an even bigger range of ways to engage with the community this year and get the most out of your two days. I encourage you to take advantage of the many networking events too!

If you have any questions or need assistance, please don't hesitate to reach out to me.

Best,
Elle Tucker
Advisory Board Chair, Marketplace Risk

TABLE OF CONTENTS

Sponsors	**5**
Marketplace Risk Advisory Board	**6**
Schedule At-A-Glance	**7 - 10**
Agenda	**11 - 45**
Speaker Biographies	**47 - 65**

When your peace of mind
is your kid's new best friend

Find the next best thing to you

Industry-leading tools that have helped families confidently find nannies & sitters for over 20 years.



Sittercity

a Bright Horizons® company

#SPONSORS



PRESENTING SPONSORS

INCOGNIA

Sittercity
A Bright Horizons company

PREMIER SPONSORS

ActiveFence
Avalara
CINDER
Dots
FORTER
identiq
Mitek
persona
posthire
Prove
samdesk
Seyfarth
Socure
tint
tipalti
Trulioo
Unit21
veriff

LEADING SPONSORS

CRUM & FORSTER
EST. 1822
A FAIRFAX COMPANY
Intouch CX
K&S King & Spalding
RISK
A COMPANY OF THE HARTFORD
INSURING TOMORROW'S ECONOMY

PARTICIPATING SPONSORS

BRP
CAMBRIDGE MOBILE TELEMATICS
checkstep
dodgeball
EQUIFAX | Workforce Solutions
care.
everee
GREAT AMERICAN INSURANCE GROUP
LegitScript
pasabi
HUB
spectrum labs
TaskUs
tessera
TransUnion

BRAND SPONSORS

ABOUT-FRAUD
alliance to counter crime online
CITADEL INSURANCE SERVICES
CURBIVORE
experian
MIA MARKETPLACE INDUSTRY ASSOCIATION
THE PAYPERS
Insights into Payments and Beyond
PERKINSCOIE
COUNSEL TO GREAT COMPANIES
EM Everything Marketplaces
Sterling
TSPA
TRUST & SAFETY PROFESSIONAL ASSOCIATION
WebPurify
SKYWARD
SPECIALTY INSURANCE

#ADVISORY BOARD

Polly Applegate | Brighton, UK | Advisor
Matthew Bagley | Glastonbury, CT | Crum & Forster
Alex Baker Kroeger | Minneapolis, MN | Larson King
Matt Bendett | San Francisco, CA | Peerspace
Adrian Brown | Charlotte, NC | Authillo
Saray Covey | Seattle, WA | Alliance to Counter Online Crime
Brian Davis | Massachusetts, MA | Dodgeball
Rodrigo de Alvarenga | Curitiba, Brazil | HAG Partners, Inc
Louis-Victor de Franssu | Paris, France | Tremau
Chad Dennis | Austin, TX |DoorDash
Zufi Deo | London, UK | BizGees Ltd
Pamela Devata | Chicago, IL | Seyfarth Shaw, LLP
Elizabeth Douet | Nice, France | Digital Consultant
Claire Eagan | Chicago, IL |Uber Technologies, Inc.
Juliet Eccleston | Brighton, UK | AnyGood?
Jan Eissfeldt | Munich, Germany | Wikimedia Foundation Inc.
Modjossorica Elysee | Boston, MA | BeautyLynk
Peter Evans | Denver, CO | McFadyen Digital
André Ferraz | San Jose, CA | Incognia
Stephen Fusco | Denver, CO | HopSkipDrive
Colin Gardiner | Austin, TX | Karta Labs
Albert Giang | Los Angeles, CA | King & Spalding
Inbal Goldberger | Dublin, Ireland | ActiveFence
Gabriel Isserlis | London, UK | Tutti
Nile Johnson | Washington, D.C. | Google, Inc.
Vishal Kapoor | San Francisco, CA | Shipt
Jennifer Kelly | Brooklyn, NY | Etsy
Jacob Kestenbaum | San Francisco, CA | Mastercard
Assaf Kipnis | San Jose, CA | Meta
Leshmi Kishore | Brighton, UK | The Student Room
Alexandra Koptyaeva | Buenos Aires, Argentina |Heyday
Kathryn Kosmides | New York, NY | Garbo
Yoma Kukor | London, UK | Vendoir
Kenneth Lau | San Francisco, CA | Zipcar
Rilwan Lawal | New York, NY | GigEasy
Kevin Lee | San Francisco, CA | Sift
Ryan Lee | New York, NY | Nautical Commerce
Rob MacKethan | San Francisco, CA | HyreCar
Laura Maechtlen | San Francisco, CA | Seyfarth Shaw LLP
Christopher Moore | London, UK | Apollo
Sujata Mukherjee | Sunnyvale, CA | Google
Josh Nickell | Atlanta, GA | American Rental Association
Garrett Olson | Copenhagen, Denmark | Wolt
Aleksandar Orlić | Berlin, Germany | rendevu UG
Jaime Padgett | Chicago, IL
Lynn Perkins | San Francisco, CA | UrbanSitter
Megan Poonolly | Atlanta, GA | Google
Matheus Riolfi | San Francisco, CA | Tint
PJ Rohall | Atlanta, GA | About-Fraud
Shannon Scott | Austin, TX | DonorsChoose.org
Heather Stewart | Austin, TX | TechNet
Krishan Thakker | Miami, FL | Wish
Eric Timmreck | Bellevue, WA | OfferUp
Elle Tucker | Edinburgh, Scotland | Advisory Board Chair
Lieke van Kerkhoven | Oisterwijk, Netherlands | FLOOW2
Rolando Vega | San Francisco, CA | Discord Inc.
Phillip Watkins | London, UK | Advisor
Tom West | Manningtree, UK | RentMy
Mike Wilkins | San Francisco, CA | Turo
Xiaochen Zhang | Chicago, IL | Amazon Web Services

Care for all you love

Background-checked babysitters, senior caregivers, pet sitters, and more.

Care.com



#SCHEDULE AT-A-GLANCE



TUESDAY 16

1:00 PM - 5:00 PM
Marketplace Risk Boot Camp **(CLE)**

5:00 PM - 7:00 PM
Welcome Reception

WEDNESDAY 17

8:00 AM - 9:00 AM
Check In & Registration
Bespoke

9:00 AM - 9:40 AM
Keynote: How the Internet Improves Humanity
Room A & B

10:00 AM - 10:45 AM
Good vs. Evil: Generative AI, ChatGPT, Deepfakes, & Other Emerging Tech
Room A

10:00 AM - 10:45 AM
Terms of Use 101: Clickwraps and Current Issues for B2C and B2B Platforms **(CLE)**
Room B

10:00 AM - 10:45 AM
Innovative Insurance Solutions for Marketplaces
Room C

10:00 AM - 10:45 AM
How to Build Trust & Safety by Design
Room D

10:55 AM - 11:40 AM
TROs for Freezing Vendor Accounts (the Schedule A Defendants Scheme) **(CLE)**
Room A

10:55 AM - 11:40 AM
Leveraging Behavioral Data to Prevent CNP Fraud, Promotion/Refund Abuse and Money Laundering
Room B

10:55 AM - 11:40 AM
The Importance of Supply-Side Trust: Industry Perspectives and Strategies
Room C

10:55 AM - 11:40 AM
Catch 22: Manage the Ever-Changing Risks of a Contracted Workforce
Room D

11:50 AM - 12:30 PM
Best Practices in Trust & Safety Enforcement
Room A

11:50 AM - 12:20 PM
Seven Keys to Successfully Scaling Your Marketplace Business
Room B

11:50 AM - 12:25 PM
Using AI to Comply with New Regulations
Room C

11:50 AM - 12:20 PM
Background Checks: Risk and Benefits **(CLE)**
Room D

12:20 PM - 1:05 PM
Lunch
Dome

1:05 PM - 1:35 PM
A Report on Implementation of Data Privacy Laws: Key Trends and Updates **(CLE)**
Room A

1:05 PM - 1:35 PM
How Real-Time Alerts Help Keep Dashers Safe
Room B

1:05 PM - 1:35 PM
How to Showcase the Value of Your Fraud Detection Team in Your Company
Room C

1:05 PM - 1:35 PM
How Do We Use Data to Shape Micro-Mobility Regulation?
Room D

1:45 PM - 2:15 PM
The Business Benefits of Fair Chance Hiring **(CLE)**
Room A

1:45 PM - 2:15 PM
Breaking the Bias in Biometrics to Ensure Safe Digital Access for All
Room B

1:45 PM - 2:15 PM
Risk and Security Management as a Business Enabler
Room C

1:45 PM - 2:15 PM
Worker Classification for Marketplaces 101 (CLE)
Room D

2:25 PM - 2:55 PM
Establishing Trust in Today's Global Connected Seller Ecosystem
Room A

2:25 PM - 2:55 PM
Why Behavioral Analytics Beats Content Analysis For Fighting Fake Reviews
Room B

2:25 PM - 2:55 PM
Driving Risk Management Solutions: Partnership Between a Marketplace, Broker, and Insurer
Room C

2:25 PM - 2:55 PM
Worker Classification for Marketplaces: A Deeper Dive **(CLE)**
Room D

2:55 PM - 3:10 PM
Coffee Break

3:10 PM - 3:40 PM
Embedded Payouts: How Labor Marketplaces Can Accelerate Supply with Instant, Frictionless Payouts
Room A

3:10 PM - 3:40 PM
Enabling e-Commerce with KYC
Room B

3:10 PM - 3:40 PM
Automating Safety: How to Approach Machine Learning for Marketplace Trust
Room C

3:10 PM - 3:40 PM
Background Check 101: Compliance Risks & Basics **(CLE)**
Room D

3:50 PM - 4:35 PM
Real World Lessons on Fraud Fighting
Room A

ActiveFence

Protect Your Users. Protect Your Platform.

A Complete Trust & Safety Solution for Marketplaces

Fraud & Scams
Illegal Goods & Services
Counterfeit Goods
Merchandise Promoting Harm
Compromised Accounts



activefence.com

sales@activefence.com

#SCHEDULE AT-A-GLANCE



3:50 PM - 4:35 PM
0 to 0.5: Early Stage Lessons Learned from Founders
Room B

3:50 PM - 4:35 PM
The Different Faces of IDV: Understanding Today's Identity Verification Methods
Room C

3:50 PM - 4:35 PM
Marketplace Insurance Trends & Predictions
Room D

4:45 PM - 5:30 PM
Trust & Safety Lessons from Different Platform Perspectives
Room A

4:45 PM - 5:30 PM
2023: A Space-Sharing Odyssey
Room B

4:45 PM - 5:30 PM
Keys for Marketplaces to Avoid Litigation: What Keeps Your Lawyers Up at Night? **(CLE)**
Room C

4:45 PM - 5:30 PM
Managing IT and Compliance Risk, Payments & Taxing for Online Marketplaces
Room D

6:30 PM - 8:30 PM
Dine and Network Program - Choose Your Own Dinner by Topic
Various Locations

THURSDAY 18

8:00 AM - 9:00 AM
Check In & Registration
Bespoke

9:00 AM - 9:40 AM
Keynote: Real World ML - Practical Tradeoffs to Manage Marketplace Risk, Trust & SafetyRoom A & B

10:00 AM - 10:45 AM
Trust & Safety Collaboration with Different Departments
Room A

10:00 AM - 10:45 AM
He Said, She Said: Responding to and Resolving Safety Incidents and Marketplace Dispute
Room B

10:00 AM - 10:45 AM
Building Trust and Safety with a Best-in-Class Digital Experience
Room C

10:00 AM - 10:45 AM
Continuous Safety in Marketplaces and Platforms
Room D

10:55 AM - 11:40 AM
From Risk to Reward: How eBay Flipped the Script to Build Trust and Deliver Value
Room A

10:55 AM - 11:40 AM
Your Data is Your Power and It Should Be Protected: Top Data Privacy Concerns in 2023
Room B

10:55 AM - 11:40 AM
New Approaches to User Verification for Greater Digital Trust
Room C

10:55 AM - 11:40 AM
Communications Decency Act: From Basics 101 to Supreme Court Updates **(CLE)**
Room D

11:50 AM - 12:30 PM
Building Resilience In your Marketplace Workforce
Room A

11:50 AM - 12:25 PM
Harnessing Intrinsic Risks: Exploring Protection as a Growth Lever with uShip
Room B

11:50 AM - 12:20 PM
Lessons Learned from Building T&S Tools to Counter Adversarial Threats
Room C

11:50 AM - 12:20 PM
Arbitration Clauses in Your Terms of Use: Class Action vs Mass Arbitration Risks **(CLE)**
Room D

12:20 PM - 1:05 PM
Lunch
Dome

1:05 PM - 1:35 PM
ADA Website Accessibility: What Every Platform Must Know About Compliance! **(CLE)**
Room A

1:05 PM - 1:35 PM
Balancing Caution and Content in Marketing (and Advertising) **(CLE)**
Room B

1:05 PM - 1:35 PM
TDB
Room C

1:05 PM - 1:35 PM
Five Regulatory Issues Impacting Marketplaces in 2023 **(CLE)**
Room D

1:45 PM - 2:15 PM
Hack to the Future: What I Wish I'd Known About Pentesting
Room A

1:45 PM - 2:15 PM
Trust and Safety In the Age of ChatGPT and AI
Room B

1:45 PM - 2:15 PM
The State of Safety on Community Platforms: What's Working, and What's to Come
Room C

1:45 PM - 2:15 PM
Risk, Insurance and Trust & Safety with Transportation Platforms
Room D

2:25 PM - 2:55 PM
TBD

Room A

2:25 PM - 2:55 PM
VC Perspective: Risks to Take and Risks to Avoid
Room B

2:25 PM - 2:55 PM
Developing Trust & Safety Policies and Processes that Work
Room C

#SCHEDULE AT-A-GLANCE

2:25 PM - 2:55 PM
Implementing Trust & Safety for All Communities
Room D

2:55 PM - 3:10 PM
Coffee Break

3:10 PM - 3:40 PM
The Rewards of Matching Marketplace and Claim Data
Room A

3:10 PM - 3:40 PM
Evolving Challenge of Recognizing Authentic Content in a ChatGPT World
Room B

3:10 PM - 3:40 PM
Six Steps to Audit Your Marketplace **(CLE)**
Room C

3:10 PM - 3:40 PM
Best Practices for Handling Incidents and Claims for Insurance Compliance **(CLE)**
Room D

3:50 PM - 4:35 PM
TBD

Room A

3:50 PM - 4:35 PM
Synthetic Identity Scams: Who's Hiding in Your Customer, Seller, and Worker Bases?
Room B

3:50 PM - 4:35 PM
Emerging Issues in Platform Liability Litigation **(CLE)**
Room C

3:50 PM - 4:35 PM
The Key to Trust & Safety? It's in Your Pocket
Room D



AGENDA TUESDAY 16 - WEDNESDAY 17



TUESDAY

1:00 PM - 5:00 PM
(CLE)

Marketplace Risk Boot Camp | Jeremy Gottschalk, Founder, Marketplace Risk

Founders, leaders and operators are invited to join this crash course on risk management designed specifically for marketplace and digital platforms. During this Boot Camp, you will be taken through 10 modules that will help you to identify and mitigate unnecessary risks that are too often overlooked and under appreciated. There's no theory - just useful, actionable information from experts. Attendees will walk away with essential information, along with a 'checklist' to take back and audit their website, mobile app, as well as various policies and processes. Separate registration is required and only open to marketplace and digital platform founders, leaders and operators who are registered for the conference.

5:00 PM - 7:00 PM

Welcome Reception

Mix & mingle with attendees ahead of two days of nonstop education, networking and information exchange!

WEDNESDAY

8:00 AM - 9:00 AM
Bespoke

Check In & Registration

Be sure to check in and register early so that you have time to download the Marketplace Risk Community App, mix and mingle and grab a seat for the keynote.

KEYNOTE

9:00 AM - 9:40 AM
Room A & B

Keynote: How the Internet Improves Humanity | Eric Goldman, Professor of Law, Santa Clara University

Given the time and energy we spend worrying about the Internet's flaws, it's easy to forget how the Internet makes our lives better in many ways. This talk will highlight one under-appreciated aspect: how the Internet has the capacity to improve the human species by increasing pro-social interactions and reducing anti-social ones. The talk will also show how this scenario probably won't be realized because of misguided regulatory efforts to "fix" the Internet.

SESSIONS

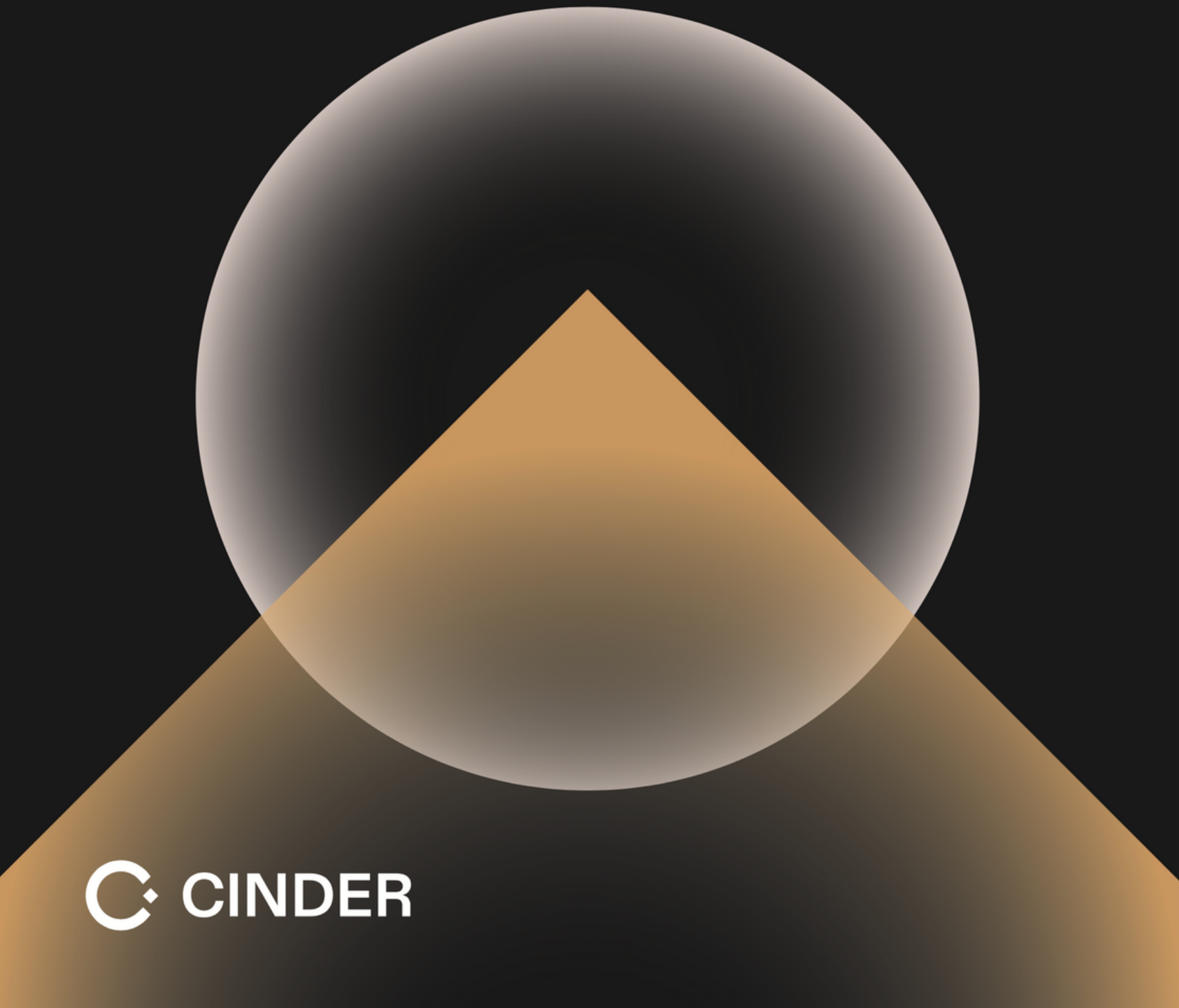
10:00 AM - 10:45 AM
Room A

Good vs. Evil: Generative AI, ChatGPT, Deepfakes, & Other Emerging Tech | Peter Evans, Chief Strategy Officer, McFadyen Digital; Jesika Haria, CEO, LogicLoop

Generative AI is completely rewriting trust & safety operations for risk leaders. During this session, LogicLoop and McFadyen Digital will discuss how Generative AI affects onboarding and ongoing risks for platforms - from product descriptions, content hosting, ratings and reviews to payments (and beyond). They'll share strategies on how to use generative AI more proactively in your product, and discuss novel prompt safety techniques. Attendees will experience hands-on exercises and demos, and will walk away with concrete ways to lead Generative AI discussions and implementations to secure their marketplaces.

Learn more at cinder.co

Your end-to-end Trust & Safety Command Center



CINDER

#AGENDA WEDNESDAY 17



10:00 AM - 10:45 AM
Room B
(CLE)

Terms of Use 101: Clickwraps and Current Issues for B2C and B2B Platforms|Julia Breyer, Associate General Counsel, Instawork; Lennette Lee, Partner, King & Spalding; Mohan Nadig, Director of Legal – US, TikTok

Terms of use can be a powerful tool for protecting B2C and B2B marketplaces and digital platforms, including by limiting liability and compelling arbitration, among other benefits. But there are specific requirements to ensure that your terms of use are enforceable, both in form and in substance. During this session, you will get practical advice on how you should design acceptance to your terms of use, what terms you should include, best practices on ensuring they are enforceable, and learn from real stories of success and failure.

10:00 AM - 10:45 AM
Room C

Innovative Insurance Solutions for Marketplaces|Rob MacKethan, Risk Manager, HyreCar; Justin Sorensen, Senior Vice President, Hub International; Mike Sullivan, Senior Vice President, Hub International

Are your off-the-shelf insurance products leaving your marketplace exposed? A team of insurance industry experts discuss why off-the-shelf insurance products aren't a good fit for marketplaces. Learn how to transfer marketplace risk exposures effectively off your balance sheet. This panel will discuss the latest products and carrier solutions for the marketplace industry and explore the latest alternative risk transfer strategies.

10:00 AM - 10:45 AM
Room D

How to Build Trust & Safety by Design|Adam Hiatt, CEO, Dodgeball; Kenneth Lau, Head of Trust and Safety, Zipcar; Tomer Poran, VP Solution Strategy, ActiveFence Oren Stern, Chief Revenue Officer, Identiq

Join leaders from Zipcar, Dodgeball, ActiveFence, and Identiq for a discussion on Building Trust & Safety by Design. The panel discussion will answer the following questions: (1) Is Trust & Safety always a trade-off? (2) Do you have to compromise customer experience? (3) The what, why, when, and how of "Building Trust & Safety by Design;" and (4) Why 'growth first, safety later' gets you in trouble.

10:55 AM - 11:40 AM
Room A
(CLE)

TROs for Freezing Vendor Accounts (the Schedule A Defendants Scheme)|Eric Goldman, Professor of Law, Santa Clara University

During this session, you'll learn about a sophisticated but underreported system of mass-defendant intellectual property litigation called the "Schedule A Defendants Scheme" (the "SAD Scheme"), which is a way to target Chinese online marketplace vendors. The SAD Scheme capitalizes on weak spots in the Federal Rules of Civil Procedure, judicial deference to IP rightsowners, and online marketplaces' desire to reduce their liability exposure. This session explains the scheme, how it bypasses standard legal safeguards, how it's affected hundreds of thousands of defendants, and how it may have cost the federal courts a quarter-billion dollars. The session concludes with some ideas about ways to curb the system.

10:55 AM - 11:40 AM
Room B

Leveraging Behavioral Data to Prevent CNP Fraud, Promotion/Refund Abuse and Money Laundering|Wale Ayantoye, Director Financial Crime Ops, Etsy; André Ferraz, CEO and Co-Founder, Incognia; Ganesh Natesan, Principal Consultant - World Wide Public Sector, Amazon

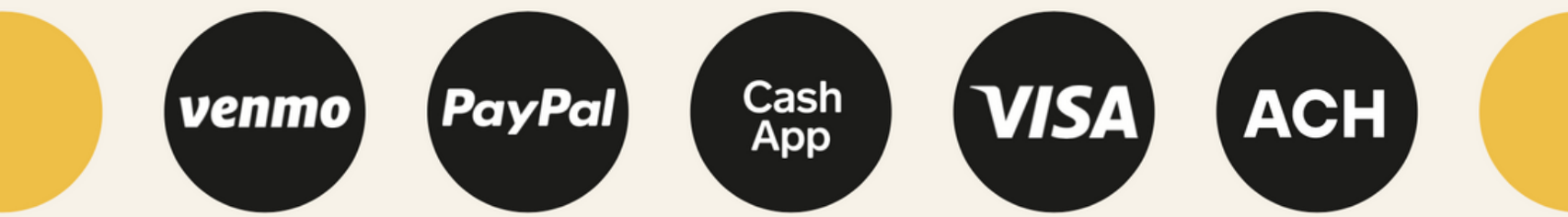
Identity verification is essential to thwarting fraudsters before they can cause damage. The savvy bad actor may circumvent traditional techniques like phone numbers and emails, but more efficient methods utilizing behavioral data will make sure criminal schemes are stopped in their tracks. Industry experts will demonstrate how location data provides a new digital identity to combat fraud in marketplaces and discuss the importance of behavioral data to increase trust between companies and users. Through behavioral information, these measures can prevent common issues such as CNP fraud, promotion abuse, and money laundering.

Dots

Pay freely.

Keep your providers happy with smoother onboarding and instant payouts to any payment method.

With more payout rails, Collabstr saw a 30% increase in sign-ups.



https://dots.dev

10:55 AM - 11:40 AM
Room C

The Importance of Supply-Side Trust: Industry Perspectives and Strategies | Abhay Antony, Director, Trust & Safety, Proactive & Policy, Thumbtack; Vishal Kapoor, Director of Product, Shipt; Megan Poonolly, Head of Trust & Transparency, Play and Android, Google

Many marketplace trust and safety programs focus on the end user. But, supply-side trust and safety is just as important. Whether it's a car owner, property owner, service professional or a developer, earning these individuals' trust is key to ensuring the integrity of your marketplace or sharing economy company. In this panel, industry leaders will discuss their approaches to supply-side trust. You will leave this session with a greater understanding of the importance of supply-side trust and safety (and what to do about it).

10:55 AM - 11:40 AM
Room D

Catch 22: Manage the Ever-Changing Risks of a Contracted Workforce | Rica Elysee, Founder & CEO, BeautyLynk; Dr. Tye Caldwell, Cofounder & CEO, ShearShare; Michelle Tinsley, COO & Co-Founder, YellowBird Holdings Inc; Ryne Ring, Director, Citadel

As more innovative companies launch into marketplaces for gig work there are new risks uncovered for the contracted workforce. This panel will explore the key challenges faced by three different marketplace businesses - both B2B and B2C. Founders will share how they are actively managing the risks and what solutions exist from the insurance industry. By managing these risks, these companies are enabling a higher degree of freedom and flexibility in the contracted workforce.

11:50 AM - 12:30 PM
Room A

Best Practices in Trust & Safety Enforcement | Alexandra Popken, VP of Trust & Safety, WebPurify; Brian Williams, Solution Strategy Manager, ActiveFence

Marketplaces and digital platforms of all sizes face a growing number of challenges when it comes to monitoring and mitigating harms caused by user-generated content and conduct. From hate speech to human exploitation to fraud, companies rely upon robust trust and safety moderation solutions to keep their communities and brand reputation safe. Join Alexandra Popken with WebPurify and Brian Williams with ActiveFence as they dive into these key areas: human moderation, AI moderation, threat intelligence, and enforcement measures, share best practices for each, and weave their own experiences into the conversation.

11:50 AM - 12:20 PM
Room B

Seven Keys to Successfully Scaling Your Marketplace Business | Rishi Bhalerao, Chief Operating Officer, Sittercity; Rob Mihalko, Founder and Principal, Spectus Strategy

In today's economy, a new generation of digital marketplaces are pushing the boundaries of where marketplaces can successfully exist, driven in large part by a better understanding of the marketplace business model, maturity in infrastructure providers, and positive changes in regulatory and advocacy domains. The macro environment for digital marketplaces is ripe for further growth, however, it's critical for marketplace operators to understand how to effectively scale their business in order to achieve long-term success. Join our session to learn about the seven keys to success when it comes to scaling a marketplace business.

11:50 AM - 12:25 PM
Room C

Using AI to Comply with New Regulations | Sarika Oak, Director, Trust and Safety Operations, Udemy; Katie Zigelman, Senior Vice President Sales & Solutions, Spectrum Labs; Noah Bialos, Senior Counsel, Privacy & Security, Co-Chair, Digital Safety & Human Rights, Perkins Coie LLP

Regulatory compliance, such as COPPA and the upcoming EU DSA, require platforms with user-generated content to detect and remove complex and illegal behaviors from their platform, or they will face hefty fines. In this panel, we will discuss the steps trust & safety teams need to do to comply with current and upcoming regulations including policy updates, technology updates, building a transparency report, and more. Key takeaways include: (1) updating policy and community guidelines; (2) updating types of actions for different types of behaviors based on the severity; (3) working with the product team so they can implement these changes in the content moderation AI; (4) reporting on detection and actioning; (5) preparing a transparency report; and (6) pros and cons of scaling AI coverage and actioning in house vs. working with a vendor.

FORTER®

The Trust Platform for digital commerce

Fight fraudsters and delight customers at every interaction from account creation and checkout to loyalty programs and returns

Identity Protection

- ATO Protection
- Fake Account Prevention

Fraud Management

- Payment Fraud Prevention
- Chargeback Reduction
- False Decline Reduction

Payment Optimization

- Targeted 3DS
- PSD2 Optimization
- Issuer Auth Optimization

Chargeback Recovery

- Representment Automation
- Dispute Recommendations
- Order & Claim Consolidation

Abuse Prevention

- Returns/INR Abuse
- Promo/Coupon Abuse
- Reseller/Reshipper Abuse

www.forter.com

#AGENDA WEDNESDAY 17



11:50 AM - 12:20 PM
Room D
(CLE)

Background Check: Risks and Benefits|Pam Devata, Partner, Seyfarth Shaw; Derek Jones, Director of Product Management, Risk Intelligence, Equifax Workforce Solutions

Background checks are great tools to understand the criminal history of users on your platform. In fact, background checks are one of the most common ways that platforms convey trust. But there are risks to leveraging background checks, especially when not used in compliance with state and federal laws. Join the background check and Fair Credit Reporting Act experts for a deep dive into background check risks and benefits.

12:20 PM - 1:05 PM
Dome

Networking Lunch

Grab lunch with old friends and new colleagues in the Dome.

1:05 PM - 1:35 PM
Room A
(CLE)

A Report on Implementation of Data Privacy Laws: Key Trends and Updates|Yana Komsitsky, Senior Counsel, Seyfarth Shaw; Kathleen McConnell, Partner, Seyfarth Shaw

This session will include a look at some frequently overlooked nuances of compliance with "major" privacy legislation (GDPR, CCPA/CPRA, etc.). In addition, you will learn about up-to-date legislation, enforcement and case developments, which will cover developments in California, Colorado, Connecticut, Iowa, Utah, Virginia, an Illinois BIPA update, and updates from some major international markets.

1:05 PM - 1:35 PM
Room B

How Real-Time Alerts Help Keep Dashers Safe|Chad Dennis, Manager, Trust & Safety Strategy, DoorDash; Rob Ferreira, VP Business Development, samdesk

DoorDash's Trust & Safety team is constantly adopting new technology and safety features to help Dashers stay safe before, during, and after every delivery. This session describes how DoorDash partnered with samdesk to integrate real-time crisis alerts into its workflows and proactively monitor for disruptions. In the event of an emergency, DoorDash quickly alerts Dashers, customers and merchants about the incident and suspends operations near the impacted area. Attendees will learn how real-time alerts were rolled out alongside a suite of safety technologies and how they combine to keep mobile Dashers safe despite not being tied to a single physical location.

1:05 PM - 1:35 PM
Room C

How to Showcase the Value of Your Fraud Detection Team in Your Company|Ramon Gutierrez, Senior Manager, Etsy; Ganesh Natesan, Principal Consultant - World Wide Public Sector, Amazon; Sarika Oak, Director, Trust and Safety Operations, Udemy

Marketplace fraud-fighting teams are often underresourced and overwhelmed with the task at hand. So, how do you advocate for the resources you need to successfully fight fraud on your platform? And, how do you justify the return on the investment for fraud fighting tools? Join this session to learn from fraud experts about how you can advocate for the strengths of your anti-fraud team within the company. In addition, they'll share at which point in the product life cycle the anti-fraud teams should be brought in, including what data points to look at pay attention to and what metrics to track. Finally, they will explore how to expand the presence of the anti-fraud team into cross-functional areas? In the end, you'll be prepared for the biggest issues faced by anti-fraud leaders and how to overcome them.

1:05 PM - 1:35 PM
Room D

How Do We Use Data to Shape Micro-Mobility Regulation?|Calvin Mang, Director, Insurance, Lime; Jahangez Chaudhery, Class Leader, Accident & Health, ibott 1971, Apollo; Gary Adamson, Apollo

In this session, industry experts will discuss robust data collection of risk metrics that have an impact on risk-based decision making and insurance programs. They will discuss the different micro-mobility regulations globally and the different insurance requirements necessary to meet those needs. Finally, they will explore how you can use data to work with regulators to shape fit for purpose regulation to ensure the long-term sustainability of the business.

WIX IDENTIFIES 27% IN POTENTIAL REVENUE FROM PREVIOUS DECLINES WITH IDENTIQ

Wix is a professional website building platform **with 243M users across 190 countries**

The Goal

To offer a frictionless experience for new merchants and approve all good customers while protecting the ecosystem from bad actors.

The Solution

By joining Identiq's private network, Wix was able to anonymously query the identity of merchants at the point of account sign up and customers at the point of sale. The resulting score allowed them to provide smoother journeys to good users that were new to them but were known to the network.

The Results

Over twelve percent of previously declined customers, which represent 27% of declined revenue, were identified by Identiq as good users, and could be approved automatically with very low chargeback rates.

About Identiq

Identiq is a private network for identity validation that empowers companies to safely collaborate with each other in order to validate customer identities–without sharing any sensitive customer data or identifiable information.

The peer-to-peer network includes some of the world's largest companies collaborating through Identiq's providerless technology to identify trusted users, fight fraud, and offer better customer experiences.

> *"Our goal is to offer streamlined experiences with higher approvals and less friction for our customers and we are excited to be part of the Identiq network to achieve that."*
>
> **Asa Zaidman,** Risk and Compliance, Wix

Contact Us

info@identiq.com
identiq.com

#AGENDA WEDNESDAY 17



1:45 PM - 2:15 PM
Room A
(CLE)

The Business Benefits of Fair Chance Hiring|Christina Louie Dyer, Sr. Manager, Fair Chance Development, Checkr; Pam Devata, Partner, Seyfarth Shaw

We all know the benefits of background checks, but what about the issues relating to Fair Chance? Come and learn about the practical reality of considering Fair Chance on your platforms and how it can put you ahead of the curve.

1:45 PM - 2:15 PM
Room B

Breaking the Bias in Biometrics to Ensure Safe Digital Access for All|Talia DeVault, Senior Engineering Manager, Turo; Becky Kiichle-Gross, Principal Software Product Manager, Mitek Systems; Mike Wilkins, Head of Trust & Safety, Turo; Cindy White, Chief Marketing Officer, Mitek Systems

Safe digital access for all is one of the pre-requisites in today's digital economy, yet too often not enough consideration is given to how biometrics performs across ethnic, gender and age demographics or accessibility for visually and physically challenged users. In this session we will examine the pitfalls for marketplaces and identity providers to make sure that all users can be welcomed, verified and become trusted users.

1:45 PM - 2:15 PM
Room C

Risk and Security Management as a Business Enabler|Saray Covey, Alliance to Counter Crime Online, Technology Partner Development; David Davari, Managing Director, Pinkerton.com; Lynn Perkins, CEO, UrbanSitter

This session will address the proper structure, requirements, training, management and human aspects of creating and maintaining a flexible, intelligent, comprehensive and successful crisis management program to meet today's challenges and those on the horizon.

1:45 PM - 2:15 PM
Room D
(CLE)

Worker Classification for Marketplaces 101|Phillip Ebsworth, Associate, Seyfarth Shaw; Pam Vartabedian, Partner, Seyfarth Shaw

You may have heard of ICs, W2s, 1099s, AB 5, Prop 22, the ABC Test... The list of acronyms and terms in the ever-evolving world of worker classification can seem like too much to get your arms around at times. Come join us for a back-to-basics session on worker classification issues for marketplaces where all are welcome and there is no such thing as a dumb question!

2:25 PM - 2:55 PM
Room A

Establishing Trust in Today's Global Connected Seller Ecosystem|Dawn Crew, Chief Marketing Officer, Trulioo; Jennifer Kelly, Senior Director, Seller Verification & Financial Crime Ops, Etsy; Eric Morse, Chief Revenue Officer, Trulioo

By 2027, third-party sales through online marketplaces will be the largest and fastest-growing retail channel, accounting for 59% of all global retail sales growth. The online marketplace ecosystem is convenient for consumers and lucrative for sellers - but ripe for fraud on both sides of the transaction. And yet, only one-third of marketplaces today view seller fraud as a significant risk. During this session, join Jennifer Kelly, Sr Director of Seller Verification from Etsy, and Eric Morse, Trulioo Chief Revenue Officer to learn various types of seller fraud and risks to businesses today and how to combat seller fraud on multiple fronts. This session will also explore ways to adapt to ever-changing regulations designed to support trust and safety and new strategies to provide governance around onboarding, account takeovers, and ongoing fraud.

Identity is evolving, stay in control



Build trust and confidence on your marketplace with smooth but robust onboarding and user authentication.

www.miteksystems.com

Mitek



2:25 PM - 2:55 PM
Room B

Why Behavioral Analytics Beats Content Analysis For Fighting Fake Reviews|Chris Downie, CEO & Co-Founder, Pasabi; Anoop Joshi, VP, Legal & Platform Integrity, Trustpilot

Fake reviews directly influenced $152 billion online spending globally in 2021. The advent of powerful AI content-generating tools means writing fake reviews has never been easier. As regulators turn their focus to cracking down on review fraud, the time is right for platforms to tackle it. This session will dive into the power of combining behavioral analytics and continual monitoring to identify fake reviews and the bad actors behind them, as well as what regulatory changes are driving companies to act in 2023, including academic research proving this innovative approach works best.

2:25 PM - 2:55 PM
Room C

Driving Risk Management Solutions: Partnership Between a Marketplace, Broker, and Insurer|Tracy Hwang, Director, Risk Management, Instacart; Sarah Haynes, Regional Vice President West Region National Accounts, Zurich Commercial Insurance North America; James Rose, US Sharing Economy + Mobility Leader, Marsh

In an ever-changing macro environment, marketplace companies need to constantly evaluate how to address emerging risks through risk management and insurance solutions. During this session, we will cover how collaboration and innovation between a leading marketplace, broker, and insurer enable the client to strategically manage risk on their platform.

2:25 PM - 2:55 PM
Room D
(CLE)

Worker Classification for Marketplaces: A Deeper Dive|Candace Bertoldi, Partner, Seyfarth Shaw

Come join Candace for an advanced session on worker classification issues for marketplaces!

2:55 PM - 3:10 PM

Coffee Break

3:10 PM - 3:40 PM
Room A

Embedded Payouts: How Labor Marketplaces Can Accelerate Supply with Instant, Frictionless Payouts|Edgar Carreon, CEO & Founder, Dree; Piers Mainwaring, Chief Innovation Officer, Everee

A labor marketplace can only grow demand as fast as it can grow its supply. Contingent workers today expect to get paid right after a job is done, and they're working for marketplaces that don't make them wait. To compete, labor marketplaces of all sizes need to streamline their operations by integrating instant payouts into their worker experience. What should a marketplace looks for in an embedded payment partner? How much tech investment will they need to make? This discussion will answer these questions and more. During this session, Everee Chief Innovation Officer Piers Mainwaring and and Edgar Carreon, CEO & founder of laundry marketplace Dree, will discuss about how to take advantage of modern, embeddable payment technology to scale.

3:10 PM - 3:40 PM
Room B

Enabling e-Commerce with KYC|Tyler Lewis, Sr. Sales Director, Veriff; Anna Rischitelli, Product Manager, The Pro's Closet

To create and maintain trust with its users, identity verification is essential for any business operating online. Working with some of world's leading marketplaces, mobility businesses, and other sharing economy companies around the world, online identity verification helps businesses to grow into new markets with confidence by ensuring that people are effectively safeguarded and eligible to use their services. Trust and safety have become key consideration for users, on top of ease of access and experience. But should this be a challenge for e-commerce platforms looking to gain a competitive edge in an increasingly dynamic market? In this presentation, experts will dispel the myth that safety is an impediment to scalability. Attendees will discover ways to leverage identity in digital communities to improve trust and safety, why honest users and digital platforms alike benefit from improved safety and identity practices, and insights into a specific business case.



Where Scale Meets Soul

Supercharge your growth with the global leader in innovative customer care solutions.

intouchcx.com

Intouch CX

#AGENDA WEDNESDAY 17



3:10 PM - 3:40 PM
Room C

Automating Safety: How to Approach Machine Learning for Marketplace Trust | Shankar Ponnekanti, CTO, Trust Lab; Rui Zhong, Staff ML Data Scientist, Google

At Google Cloud Trust & Safety, we leverage NLP/AI to identify the major pain points that damage trust, and develop ML-based solutions to address those pain points. We used language models to learn customer trust by analyzing customer feedback and found one of the top pain points for customers was quota management. Trust Lab will discuss how NLP/AI can be leveraged by platforms for automation of compliance-related regulations such as the Digital Services Act (DSA).

3:10 PM - 3:40 PM
Room D
(CLE)

Background Checks 101: Compliance Risks & Basics | Pam Devata, Partner, Seyfarth Shaw

Background checks have become essential components of risk management as well as trust & safety for marketplaces and digital platforms. During this session, industry expert Pam Devata will cover just about everything you need to know to be compliant with state and federal laws. She will also explore how your businesses take on risk when leveraging background checks (and how they can stay compliant).

3:50 PM - 4:35 PM
Room A

Real World Lessons on Fraud Fighting | André Ferraz, CEO and Co-Founder, Incognia; Vishal Kapoor, Director of Product, Shipt; Jacob Kestenbaum, Director, Business Development - Cyber & Intelligence, Mastercard

In this session, industry experts will explore the sophisticated fraud techniques targeting companies, including real-world examples of how challenges in sharing economy can result in detrimental financial losses and reputational damage. They'll also discuss a case study that successfully helped partners reduce fraud losses and social engineering scams by 97.5%. You'll hear about examples from Lyft, Shipt, and other companies about how fraudsters commit fraud, how companies make build vs buy decisions to fight it, and how such systems are actually built and operated. And, they will share various tactics fraudsters leverage in different marketplaces verticals (ex: gig, physical goods, social, B2B, and how marketplace merchants are implementing technologies that can detect and combat them – both on the seller AND the buyer side.

3:50 PM - 4:35 PM
Room B

0 to 0.5: Early Stage Lessons Learned from Founders | Reneta Jenik, Founder & CEO, Foodom; Gabriel Isserlis, Founder & CEO, Tutti; Lynn Perkins, CEO, UrbanSitter; Maryna Rybakova, CEO & Founder, Artsted

In this session founders will be talking through how they got their marketplaces off the ground, reflecting on key moments in their journeys, sharing insights about risk management and trust & safety among other valuable lessons, and discussing both good and bad choices along the way, in hindsight.

3:50 PM - 4:35 PM
Room C

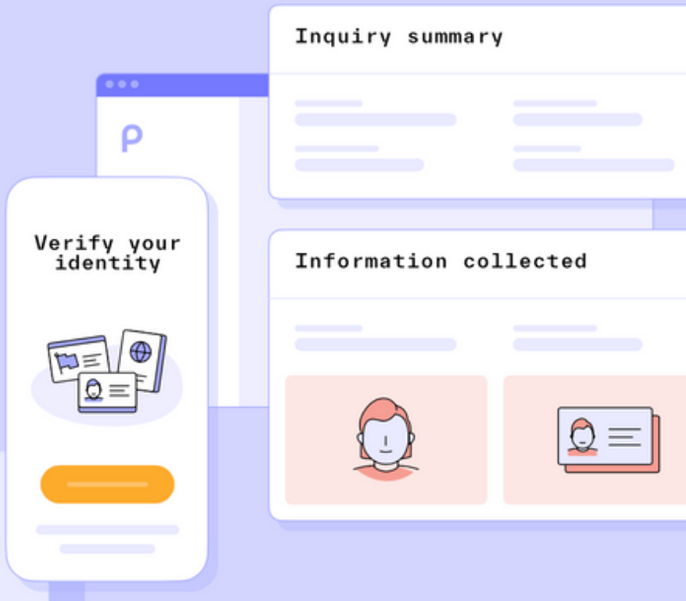
The Different Faces of IDV: Understanding Today's Identity Verification Methods | Duncan Carey, Business Development - Trust & Safety, Identity, Uber; Steve Craig, Founder & Chief Enablement Officer, PEAK IDV; Sahil Hasan, CEO & Co-Founder, Dots

When it comes to identity verification, it seems every solution provider claims they are the best...the most accurate...and the global leader! As a trust & safety leader, how do you decide which solution providers will create the best experience for your marketplace? It starts with understanding your options and choosing the right signal and avoiding the noise. This presentation is a primer on digital identity and highlights today's primary identity verification approaches. You'll also hear how different marketplaces use different IDV signals to boost platform trust and block out fraud.

persona

Build trust.
Grow your community.

Trust can't exist without safety. Protect your marketplace with verification that's painful for fraudsters and painless for users.



One unified identity platform for balancing conversion and risk

01 Craft the ideal user experience.

Build trust from the start by fully customizing the end user flow — from the branding and voice to the information you want to collect and verify.

02 Dynamically verify and reverify users.

Reduce user drop-off while deterring fraud by dynamically adjusting friction based on each user's risk signals. Continually ensure safety with watchlist screenings and more.

03 Proactively discover and block fraud.

See how fraudulent accounts are connected via data, like device or network signals, to easily spot and block repeat abusers.

04 Automate and orchestrate identity processes on one platform.

Build workflows as simple or complex as you need, collect and store PII, and more — all within one dashboard via one integration.

Trusted by our partners

udemy coursera AngelList CoffeeMeetsBagel Neighbor Square

Contact sales at sales@withpersona.com

withpersona.com →

#AGENDA WEDNESDAY 17

3:50 PM - 4:35 PM
Room D

Marketplace Insurance Trends & Predictions | Matthew Bagley, Vice President, Crum & Forster; Mark DiVitto, VP - Sharing Economy, Crum & Forster; Jahangez Chaudhery, Class Leader, Accident & Health, ibott 1971, Apollo; Matheus Riolfi, Co-Founder and CEO, Tint

Every marketplace needs insurance - but how do you know what is best for your platform in an ever-changing insurance landscape. Understanding the current marketplace insurance trends and future predictions will help you design the best insurance program for your platform. During this session, you will hear trends and predictions from THE insurance experts for marketplaces and digital platforms.

4:45 PM - 5:30 PM
Room A

Trust & Safety Lessons from Different Platform Perspectives | Jennifer Kelly, Senior Director, Seller Verification & Financial Crime Ops, Etsy; Sujata Mukherjee, Head of Research, Trust & Safety, Google; Eric Timmreck, Head of Trust & Safety, OfferUp; Mike Wilkins, Head of Trust & Safety, Turo

Offering insights from four different marketplace verticals, these seasoned industry experts will share how their marketplaces' trust & safety function is prioritized and structured, and they will talk about the most common trust & safety issues they all face – and explain how they confront them, too. Marketplace and digital platform founders and leaders can take away actionable tactics and techniques to help them identify and mitigate risk and trust & safety issues.

4:45 PM - 5:30 PM
Room B

2023: A Space-Sharing Odyssey | Jahangez Chaudhery, Class Leader, Accident & Health, Apollo ibott 1971, Apollo; Paul Coleman, President and CEO, TERN Financial Group Inc; Ted Pike, SVP, Paragon, Brian Rogers, President Protection Products, RVShare

The session will underscore how insurance can be strategically deployed, and operational risk embraced, as a driver of growth and revenue. A panel of seasoned insurance veterans will unveil the mysteries of risk in simple language, quash commonly held misconceptions in the context of actual chronicles, and memorable, and sometimes humorous, tales from the front lines.



Copyright © 2023, Equifax Inc., All rights reserved Equifax and the Equifax marks used herein are trademarks of Equifax Inc.
TotalVerify is a trademark of Equifax Inc. Other product and company names mentioned herein are the property of their respective owners. 23-EWSMKC-00960



PostHire provides ongoing, real-time employee, gig, or contractor screenings that notify your organization of any criminal activity nationwide when it **matters most, after they've been hired!** Don't leave your organization vulnerable to risks. If your concern for their criminal activity history was important during the hiring process, it should be even more important now: a time when **they are representing your brand day in and day out.** Rely on PostHire to continually screen those that represent your brand to be aware of potential threats to your personnel and assets.

Contact Us today
for peace of mind.

posthire.com

posthire



4:45 PM - 5:30 PM
Room C

Keys for Marketplaces to Avoid Litigation: What Keeps Your Lawyers Up at Night?
|Eugene Lee, Senior Counsel, US Northwest Safety & Insurance Legal, Uber; Stephen Myers, Director & Senior Counsel - Litigation, Match Group; Lauren Shapiro, Director, S&I Litigation, High Exposure US&CAN, Uber; Jeanette Teckman, SVP, Associate General Counsel - Litigation, IP, & Compliance, Match Group

No company ever wants to end up in court - especially as a defendant. So how do you avoid litigation? Or, if you can't avoid it, how do you learn from it? Join this session and learn how from seasoned marketplace lawyers from Match Group and Uber. As a bonus, these pros will share what keeps them up at night - and how to make sure they get a good night's sleep!

4:45 PM - 5:30 PM
Room D

Managing IT and Compliance Risk, Payments & Taxing for Online Marketplaces|Peter Evans, Chief Strategy Officer, McFadyen Digital; Mike Oman, Director, Strategic Marketplace Partnerships, Avalara; Scott Peterson, Vice President of U.S. Tax Policy and Government Relations, Avalara

Two of the biggest challenges for retailers expanding into the marketplace facilitator space are mitigating the complexity of marketplace facilitator laws and providing a seamless customer experience. In addition to the first-party payment processing and taxing nexus considerations, marketplaces need to factor in third-party payment considerations like escrow, deferred disbursements, and multi-merchant refunds with added taxing complications of having many sellers located in many different places. So what is the best way to handle these added complexities? In this session you will learn: (1) Why the expansion of marketplace facilitator laws has heightened compliance responsibilities for marketplaces; (2) The complexities of serving a global customer base and who's on the hook for these taxes; (3) How taxing and payment considerations differ from traditional ecommerce to the online marketplace model; (4) What are Marketplace Facilitator Laws and how do they apply? Understand the importance of 'know your customer'; (5) How to handle marketplace-specific elements such as escrow holdings, deferred disbursement of payments to sellers, and how to handle refunds in a multi-seller environment; (6) How to ensure that all taxing and rating considerations are handled properly in a multi-seller environment; and (7) How to select the right partners to help build and optimize your marketplace.

NETWORKING OPPORTUNITIES

6:30 PM - 8:30 PM
Various Locations

Dine and Network Program - Choose Your Own Dinner by Topic

During the Boot Camp, you will learn about: Corporate Formation & Governance; Insurance Broker, Policies & Program Design; Marketplace Taxation & Compliance; Terms of Use Enforceability & Privacy Policy; Communications Decency Act §230 Definition and Application; Digital Identity Verification & Fraud Prevention; Screening and Background Check Tools for Trust & Safety; Content Moderation Basics & Best Practices; Handling Incidents, Claims & Litigation Threats; and Crisis Management & Communications.

Prove

Onboard verified consumers in 10 seconds

Pre-populate application forms with verified identity information, reducing consumer friction and fraud. KYC included at no extra cost.



#AGENDA THURSDAY 18



8:00 AM - 9:00 AM
Bespoke

Check In & Registration

Be sure to check in and register early so that you have time to download the Marketplace Risk Community App, mix and mingle and grab a seat for the keynote.

KEYNOTE

9:00 AM - 9:40 AM
Room A & B

Keynote: Real World ML - Practical Tradeoffs to Manage Marketplace Risk, Trust & Safety | Vishal Kapoor, Director of Product, Shipt

Generative AI has made incredible advances in the recent months, which have taken the world by storm. However, most businesses and companies run on a different type of AI called Predictive AI. This talk will discuss the tradeoffs that a live Predictive ML system makes to manage risk, trust, and safety when disbursing billions of dollars of P&L each year in Shipt's on-demand delivery marketplace.

SESSIONS

10:00 AM - 10:45 AM
Room A

Trust & Safety Collaboration with Different Departments | Rishi Bhalerao, Chief Operating Officer, Sittercity; Priya Chandrasekaran, Fraud Strategy, Unit21; Sujata Mukherjee, Head of Global Research, Trust & Safety, Google

As platform trust & safety has evolved, so, too, has the need for collaboration among various departments. During this session, various platform operators will discuss how departments or teams outside trust & safety, namely operations, leadership and engineering, view and measure trust & safety. They will also explore what trust & safety teams can do to build relationships with other departments and teams. Finally, they will provide tips for building business cases about scaling and tooling trust & safety.

10:00 AM - 10:45 AM
Room B

He Said, She Said: Responding to and Resolving Safety Incidents and Marketplace Disputes | Darren Baldwin, Senior Program Leader Trust & Safety, Uber; Jessica Ballard, VP, Risk & Claims, Outdoorsy; Scott Cannon, CEO, BigRentz; Sarah Schol, Sr. Director of Global Safety Operations, Care.com

Responding to safety incidents and disputes is a crucial aspect of any business, particularly in the age of rapid adoption of digital commerce and P2P sharing. In order to effectively respond to and resolve these issues, marketplaces must have clear policies and procedures in place, as well as a dedicated team to manage these situations. And, when responding to safety incidents, businesses should prioritize the health and well-being of those involved. During this session, you'll learn best practices and clear policies when responding to incidents and disputes, including response priorities, investigation strategies and prevention tactics.

10:00 AM - 10:45 AM
Room C

Building Trust and Safety with a Best-in-Class Digital Experience | Chris Horne, Director Trust and Safety Investigations and Intelligence, Upwork; Cathleen Gwaltney, Sr. Manager, Trust & Safety, eharmony; Tracey Lazos, Sr. Director, Market Strategy, TransUnion

Now, more than ever, marketplace platforms need to focus on providing a friction-right experience that is easy and safe - building trust in your platform and protecting your community. At the first point of contact and beyond, it's important to make your processes as effective and efficient as possible. While the user experience is important, establishing trust and safety is critical to protecting your business. Implementing multi-layer procedures in the background can mitigate risks and prevent account takeover by assessing and confirming identity, device, KYC, documents, geolocation and more. Best-in-class digital onboarding and verification will ensure a positive user experience, safeguard reputation, and protect platforms in a secure and streamlined way.

samdesk

Protecting users in the real world

You can't spot *every* disruption the moment it happens - samdesk can.



DOORDASH + samdesk session @MRMC 23

Discover how DoorDash leverages real-time alerts from samdesk to proactively identify potential risks and ensure the safety of their Dashers before, during, and after every delivery.

samdesk.io

#AGENDA THURSDAY 18



10:00 AM - 10:45 AM
Room D

Continuous Safety in Marketplaces and Platforms|Peter Collins, Chief Revenue Officer, PostHire; Kathryn Kosmides, CEO, Garbo; Derek Jones, Director of Product Management, Risk Intelligence, Equifax Workforce Solutions

This session will focus on ideas for ensuring safety on online marketplaces and digital platforms after a user has been onboarded. This group of seasoned veterans will cover various emerging ideas and products for continuous safety, including continuous criminal record monitoring, AI-driven content detection, bad actor databases, continuous user verification and more!

10:55 AM - 11:40 AM
Room A

From Risk to Reward: How eBay Flipped the Script to Build Trust and Deliver Value|Deniz Ertan, Senior Director of Buyer Risk, eBay; Ariel Futter, Senior Customer Success Manager, Forter

During this session, Deniz Ertan, Senior Director of Buyer Risk at eBay, will outline three key ways that building trust has helped her team to outperform expectations and become a growth engine for the team. By attending, you'll learn how Deniz created uplift in eBay's GMV by establishing the Trusted Buyer program to reward genuine customers, building greater lifetime value - all while minimizing the risk of fraud. This session will explore partnering with different business units to position trust and safety as a business driver rather than a risk factor. Finally, attendees will learn about developing analytics that tie into balancing the risk of decision making with the reward of business uplift.

10:55 AM - 11:40 AM
Room B
(CLE)

Your Data is Your Power and It Should Be Protected: Top Data Privacy Concerns in 2023|Arwen Berry, Contract Manager, HopSkipDrive; Michael Burshteyn, Associate, Morrison & Foerster, LLP; Stephen Fusco, Director of Legal Affairs and Data Security, HopSkipDrive; Amanda Witt, Partner, Kilpatrick Townsend & Stockton LLP

With CCPA/CPRA in full effect, GDPR continuing to evolve, and numerous data security/privacy regulations on the horizon, establishing a robust privacy program is complicated. Join this panel of experts as they explore the top data privacy concerns marketplace and platforms of any size should consider as well as practical tips regarding implementation. Participants will leave this session with a deeper understanding of the deep and complex tapestry of data privacy regulations that affect companies in the US and abroad, as well as how to prioritize the regulatory requirements with tight resource constraints. This session will also cover the top data privacy issues and emerging trends, in addition to providing practical considerations regarding the development/implementation of a data security/privacy program.

10:55 AM - 11:40 AM
Room C

New Approaches to User Verification for Greater Digital Trust|André Ferraz, CEO and Co-Founder, Incognia; Justyn Harriman, Lead, Engineering - Trust & Safety and Verification, Nextdoor; Seth Levy, Head Of Engineering, Mudflap

Digital identity verification is essential in today's connected world. It ensures online platforms can trust new users, protect existing users from risk and comply with regulations. Through various verification methods, companies evaluate whether users signing up for their services are genuinely who they claim to be - a critical measure of trust. Like other digital services, the gig economy and marketplaces strive to find the right balance between platform security and creating a lightweight onboarding experience. Cross-referencing PII against public or private databases is a core step in digital verification. However, fraudsters have found ways to bypass this check. New signals, such as location verification, have recently been adopted to increase security and optimize the verification process. This panel aims to hear from trust & safety leaders who are innovating in the user verification process. André Ferraz, CEO and Co-Founder at Incognia will moderate a discussion between experts Seth Levy, Head of Engineering at Mudflap, and Justyn Harriman, Trust & Safety Engineering Lead at Nextdoor, covering cutting-edge user verification tools, the relationship between verification and fraud prevention, and the difference that real-time risk signals can make on the effectiveness and efficiency of trust & safety teams.



Seyfarth

High Stakes. High Volume. High Impact.

Seyfarth Shaw LLP provides advisory, litigation, and transactional legal services to clients worldwide, including every sector of the marketplace and gig economy. Our high-caliber legal representation and advanced delivery capabilities allow us to take on our clients' unique challenges and opportunities and achieve exceptional legal outcomes.

Seyfarth is proud to be a Premier Sponsor of the 2023 Marketplace Risk Conference.

©2023 Seyfarth Shaw LLP #23-8690 R2

www.seyfarth.com

#AGENDA THURSDAY 18

10:55 AM - 11:40 AM
Room D
(CLE)

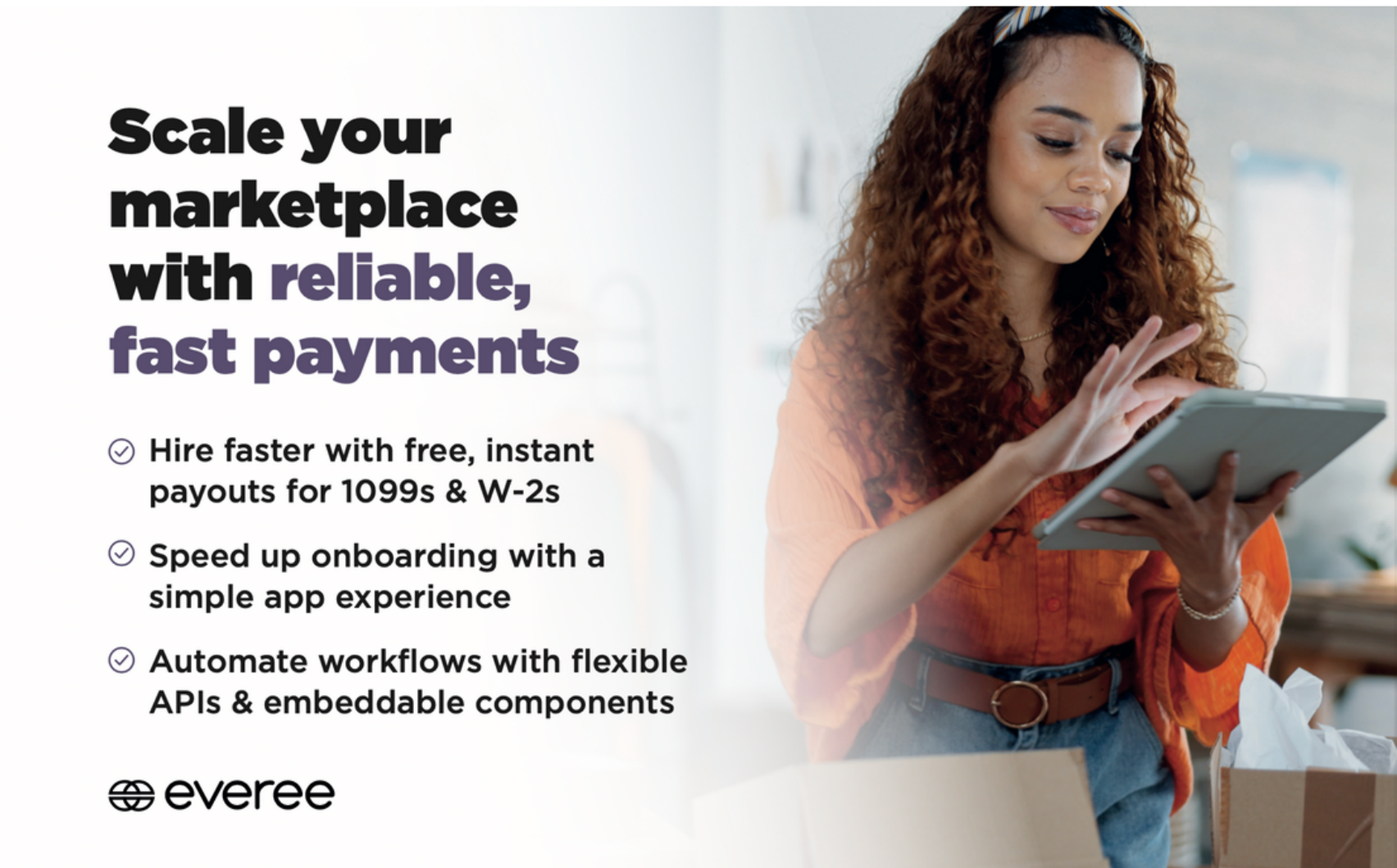
Communications Decency Act: From Basics 101 to Supreme Court Updates | Albert Giang, Partner, King & Spalding; David Mattern, Partner, King & Spalding

The Communications Decency Act Section 230 is perhaps one of the best tools for marketplaces to defend themselves from bogus claims and avoid nuissance litigation. In fact, CDA 230 is designed as a procedural measure to keep interactive computer services like marketplaces and digital platforms out of court altogether. But there's a hitch - you need to design your UX to take advantage of CDA 230. Join this session featuring two of the most seasoned litigators on this topic to understand what you need to know to benefit from CDA 230, the current status of the law and what is on the horizon.

11:50 AM- 12:30 PM
Room A

Building Resilience In your Marketplace Workforce | Scott Brown, CEO, Immersion; David Vinson PhD, Director, Research and Innovation, IntouchCX

The workload for front-line support in marketplaces is constantly evolving, as both the industry and consumer behaviour's change, blurring the lines across customer service, trust and compliance. Resilient frontline staff who can adapt to change will be in high demand. However, the marketplace brands who can identify the relationship between cognitive load and risk, and can proactively design workflow and processes around the learning and engagement of support teams, will be a step ahead of risk management, operational productivity and staff and user experience. How can organizations create an environment where agent knowledge is elevated, to confidently assume performance pole position that is not exposed to risk? Hear from Scott Brown, CEO of Immersion, on the role of neuroscience to understand engagement and psychological safety of the workforce to help identify vulnerability and improvement for marketplace effectiveness. David Vinson PhD, Director of Research at IntouchCX will showcase how this research has informed pioneering solutions for marketplace clients and wider Trust and Safety, to improve performance and wellbeing with Superpunch Care and Generative AI.



Socure™

Instantly Verify Buyer, Driver and Seller Identities

Maximize growth while ensuring trust & safety

- Accurate, frictionless identity verification
- Protect your marketplace's integrity
- Reduce losses and manual reviews

Verify	Safeguard	Optimize
More Millennials & GenZ	Your Customers	User Experience
Grow Your Marketplace	**Prevent Fraud**	**Instant Verification**

Trusted by Leading Companies

Dwellsy SoFi chime POSHMARK WELLS FARGO

To learn more visit socure.com



© 2023 Socure Inc. All rights reserved.

#AGENDA THURSDAY 18



11:50 AM- 12:25 PM
Room B

Harnessing Intrinsic Risks: Exploring Protection as a Growth Lever with uShip|Jami Caruso, Sr. Director of Customer Happiness, uShip; Matheus Riolfi, Co-Founder and CEO, Tint

Embedding protection is a key strategic decision for many marketplaces and digital platforms. In this session, seasoned operators and experts will take a closer look at how uShip and Tint partnered on uShip's Shipping Protection Program. They will be diving into the key decisions uShip had to make as a company, how they chose a partner (Tint), what lessons they learned along the way, how their internal team was impacted, the initial results of their efforts and what it was like to have a partner helping navigate the way.

11:50 AM- 12:20 PM
Room C

Lessons Learned from Building T&S Tools to Counter Adversarial Threats|Sophie Duba, Global Director of Marketplace Policy, Etsy; Glen Wise, Co-Founder and CEO of Cinder Technologies

This session will explore lessons learned from building and deploying tools to counter adversarial threats at Airbnb, Cinder, Etsy, and Meta. We will discuss how threats manifest uniquely across different marketplace types, the challenges and opportunities of investigating networks, and offer lessons learned regarding tooling for trust & safety practitioners mitigating the impact of sophisticated adversaries on different types of marketplaces.

11:50 AM- 12:20 PM
Room D
(CLE)

Arbitration Clauses in Your Terms of Use: Class Action vs Mass Arbitration Risks|Keith Chapman, General Counsel, Instawork; Jeffrey Hammer, Partner, King & Spalding; Jeremy Siegel, General Counsel, Feed

Many lawyers will tell you that your terms of use should compel arbitration in the event of a dispute with your customers, both to avoid class action lawsuits and because arbitration historically has been viewed as the more efficient route to resolution. But with the advent of mass arbitration, is this still the most efficient route to resolving disputes? How are arbitral institutions and companies responding to this trend? Is litigation the better option? During this session, you'll get a deep dive into the ever-growing risks of mass arbitration, the strategies for preserving the benefits of arbitration, and analysis from recent cases.

12:25 PM - 1:05 PM
Dome

Networking Lunch

Grab lunch with old friends and new colleagues in the Dome.

1:05 PM - 1:35 PM
Room A

ADA Website Accessibility: What Every Platform Must Know About Compliance!|Sandra Dainora, Chief Product Officer, Sittercity; Kristina Launey, Partner, Seyfarth Shaw

This session will provide legal and technical background, tips, and strategies to help businesses spot (and manage!) risks, and share best practices, associated with providing websites, mobile apps, and other digital technologies that are accessible to individuals with disabilities.

1:05 PM - 1:35 PM
Room B

Balancing Caution and Content in Marketing (and Advertising)|Alex Kroeger, Attorney, Larson King; Sarah Nunes, Chief Marketing Officer, Sittercity

When thinking about advertising, companies like to center strategy around what the consumer wants to hear, but there are limitations to how a product should be presented to reduce potential risk. In the trust and safety field, it's important to consider the elements of risk that come with marketing, including legal and reputational liabilities. While caution is key, how is that approach balanced in a current marketing landscape that thrives on fun, irreverent content, particularly when it comes to owned and social channels? Companies in the trust and safety space often struggle to engage with consumers in a way that markets themselves as fun, approachable and relatable, while simultaneously appearing measured, reliable and experienced. During this session, you will understand the risk with marketing a platform, how to go about mitigating that risk while simultaneously creating engaging and timely content.



Your customers already know your intrinsic risks.

Let's talk solutions.

We're helping leading marketplaces turn their intrinsic risks into **profit centers** with **configurable protection programs**.

HARNESS YOUR INTRINSIC RISK WITH TINT

tint

Trusted By: uShip Outdoorsy RIDERS SHARE CitizenShipper

#AGENDA THURSDAY 18



1:05 PM - 1:35 PM
Room C

Improving Driver Safety Leveraging Telematics | Brendan Bellefeuille, Senior Sales Director, CMT; Abhi Butchibabu, Senior Director of Product Management, CMT; and Harry Campbell, CEO, of the Rideshare Guy

On-demand delivery and gig platforms are growing rapidly. At the same time, claims costs, legal liability, and regulator pressure are increasing. While platforms have safety features that support drivers in unsafe situations, they aren't proactively reducing crash risk, claims costs, and legal fees. This is costing them millions in operational expenses and damaging their brands. With telematics programs, drivers get coaching and incentives to help them stay safe on the road and get help after a crash, preventing thousands of crashes before they happen, and saving millions in expenses in the process.

1:05 PM - 1:35 PM
Room D

Five Regulatory Issues Impacting Marketplaces in 2023 | Luca Jarone, Senior Account Manager, LegitScript; Brittany Radice, Senior Counsel, Regulatory, Wish

Federal regulators in the US and abroad have been busy passing new rules intended to protect consumers, but the changes impact e-commerce marketplaces just as much. In this high-level, fast-paced session presented by LegitScript and Wish, we'll review five of the biggest regulatory changes affecting marketplaces today. This session will cover issues including The Digital Services Act, Section 230 of the Communications Decency Act, new cosmetics regulations, rules around chemical sales in the US, and conversations on pricing fairness. Attendees will get a fundamental understanding of these important laws and learn what their marketplaces should be watching out for in the coming year.

1:45 PM - 2:15 PM
Room A

Hack to the Future: What I Wish I'd Known About Pentesting | Nicola Gandy, Director & Co-Founder, Azacus.io; Gabriel Isserlis, Gabriel Isserlis, Founder & CEO, Tutti

Join Tutti founder Gabriel Isserlis and professional hackers Azacus.io in conversation on penetration testing for marketplace founders and product managers. This jargon-free journey through the process of being professionally hacked covers common reservations and myths, the most valuable outcomes and takeaways, and some big surprises along the way. You won't want to miss this inside-look into cybersecurity and prevention!

1:45 PM - 2:15 PM
Room B

Trust and Safety In the Age of ChatGPT and AI | Sahil Farooqi, Director of Business Operations, Rently; Jeff Sakasegawa, Trust and Safety Architect, Persona

As AI technologies become commodities, they become convenient mass weapons for fraudsters to generate deepfakes, voicefakes, and synthetic IDs. But rather than fighting AI with a single silver bullet, companies should take a layered approach and constantly adapt their strategy to prevent this kind of fraud from overwhelming their system. In this presentation, learn actionable tips from trust and safety leads from Persona and Rently on how to scale trust and safety processes against an ever-rising tide of AI-generated content.

1:45 PM - 2:15 PM
Room C

The State of Safety on Community Platforms: What's Working, and What's to Come | Justyn Harriman, Lead, Engineering - Trust & Safety and Verification, Nextdoor; Kathryn Kosmides, CEO, Garbo

Join this session to explore the state of trust & safety on community platforms, including a discussion of platform risk versus user risk (and how to balance and prioritize between them, the most critical risks, the top five tools and strategies to mitigate these risks, and what the future looks like for trust & safety on community platforms.

NOOM MAGNOLIA PubMatic twitch zipline

De-Risk Your Marketplace with Tipalti

Platform and marketplace-based businesses need reliable, scalable partner payables to achieve their vision.

More than ever, marketplaces take charge of their payments. By streamlining payables automation, your company takes control of the end-to-end finance function.

SKILLSHARE. BUSINESS INSIDER Canva GoDaddy ZipRecruiter

Tipalti is here to let your partners step to the front of the line. The solution simplifies contractor/freelancer onboarding, international payments, tax compliance, and more. Marketplaces get time back by eliminating tedious, manual work and substantially reducing risk exposure.

At MRMC, you'll learn more about how **Tipalti simplifies contractor/freelancer onboarding, ensures tax compliance, and reduces fraud.** You'll leave the experience knowing your partners are cared for—because Tipalti handled it.

tipalti

Tipalti.com

1:45 PM - 2:15 PM
Room D

Risk, Insurance and Trust & Safety with Transportation Platforms | Lyall Cresswell, Founder & CEO, Transport Exchange Group & Trustd; Rob MacKethan, Risk Manager, HyreCar; Hamed Yazdi, Head of Growth, Rideshare Mechanic

New technologies and transportation platforms merit the need for creative solutions to establish trust and safety for consumers and mitigate risks for companies. In this session, experts will discuss innovative approaches to using technology to enhance trust and safety while addressing the evolving risk and insurance landscape. The discussion will explore challenges and opportunities presented by these changes and provide insights into how companies can adapt and thrive in this new environment.

2:25 PM - 2:55 PM
Room A

Accelerating Your Timelines with Journey-Time Orchestration | Patrick Chen, COO, Spec; Zack Dahlgren, former Head or Risk, Mercari, Kenneth Lau, Head of Trust and Safety, Zipcar

Marketplaces often struggle to get the data and tools they need to protect themselves from fraud and abuse on their platforms. Getting buy-in from business stakeholders, managing vendor performance, and getting projects on the tech team's roadmap can take more time than fighting fraud itself. When fraud is shut down in one part of the digital ecosystem, it pops up in another. Join this marketplace panel as we explore pathways to get out of whack-a-mole fraud fighting, including the adoption of Journey-Time Orchestration (JTO) to get data for every user journey in a single place and to prevent losses by changing those user journeys directly. In this session, attendees will also learn: - Key benefits and hear real-life customer experiences with JTO - How marketplaces are able to see, understand, and act upon every single customer action - How to boost revenue growth without any friction when a transaction is completed

2:25 PM - 2:55 PM
Room B

VC Perspective: Risks to Take and Risks to Avoid | Andrew Blachman, Partner, Marketplace Capital; Alexander Tumarinson, Operating Partner, Diversis Capital

For many marketplaces and digital platforms, investors represent the best opportunity for growth and success. But what do investors care about when it comes to risk management? Some investors may be bigger risk takers, while others may be more conservative. During this session, you'll hear various perspectives on risk from different investors in marketplaces and digital platforms, including which risks to take and which risks to avoid.

2:25 PM - 2:55 PM
Room C

Developing Trust & Safety Policies and Processes that Work | Jessica Ballard, VP, Risk & Claims, Outdoorsy; Alex Feerst, Chief Executive Officer, Murmuration Labs; Megan Poonolly, Head of Trust & Transparency, Play and Android, Google; Shannon Scott, Director of Trust & Safety, DonorsChoose

Developing effective trust & safety policies and processes is crucial for businesses operating in today's digital age. These policies help to build trust among customers and ensure that the company is operating in a safe and secure manner. However, developing these policies and processes can be complex and requires careful consideration of the company's specific needs and goals. To create effective trust and safety policies, companies should start by assessing their unique risks and vulnerabilities. This may involve conducting a thorough review of existing policies and procedures, as well as analyzing industry best practices and regulatory requirements. Once risks and vulnerabilities have been identified, companies can begin developing policies and processes that address these specific concerns. This may involve implementing user verification procedures, enforcing content moderation standards, or establishing clear guidelines for user behavior. In addition to policy development, companies should also prioritize ongoing training and education to ensure that all employees are aware of and compliant with established policies and procedures. This may involve regular training sessions, as well as ongoing monitoring and evaluation to identify areas for improvement. Ultimately, developing effective trust and safety policies and processes requires a commitment to ongoing evaluation and improvement. By prioritizing transparency, communication, and user safety, companies can build trust with their customers and establish themselves as leaders in their industry.

Trulioo

The World's Identity Platform

Maximize your reach with fast, secure identity verification

Create a Trusted Ecosystem of Verified Vendors and Customers

Scan your badge at the Trulioo booth and be automatically entered to win an Apple Watch



#AGENDA THURSDAY 18

2:25 PM - 2:55 PM
Room D

Implementing Trust & Safety for All Communities | Sandra Dainora, Chief Product Officer, Sittercity; Stephen Fusco, Director of Legal Affairs and Data Security, HopSkipDrive

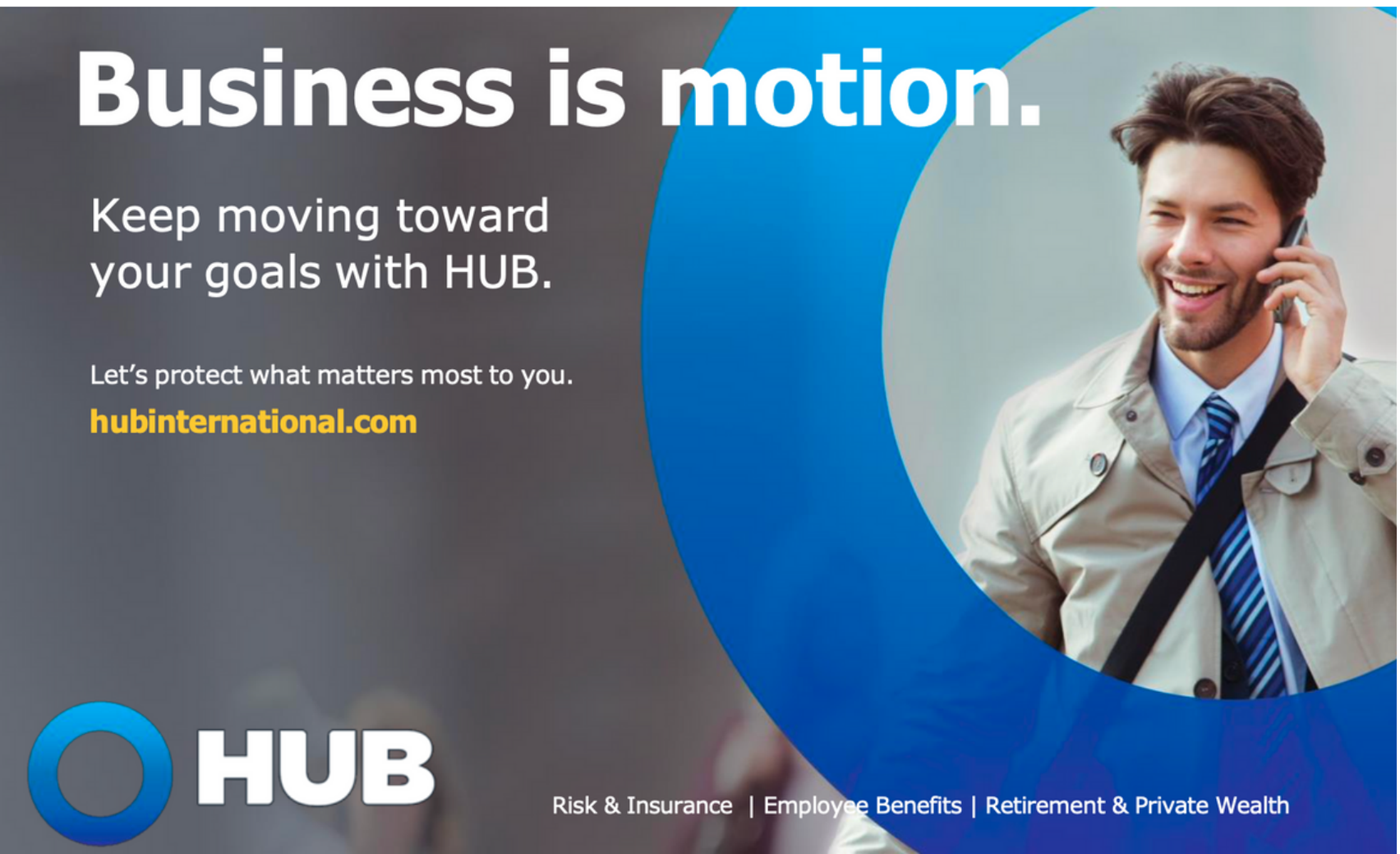
Taken from Equinix's campaign around building spaces where people can say they are safe, they belong and they matter, this session will explore the ways marketplaces and digital platforms can foster inclusive communities when implementing comprehensive trust & safety programs and policies.

2:55 PM - 3:10 PM **Coffee Break**

3:10 PM - 3:40 PM
Room A

The Rewards of Matching Marketplace and Claim Data | Wendy Dowd, Head of Sharing Economy and Shared Mobility, Y-Risk; Xander Fritz, Head of Claims, DoorDash; Trevor Smith, SVP, Sharing Economy + Mobility Casualty Leader, Marsh

This session will discuss the benefits of data sharing so insurance carriers, in combination with brokers, can help advise clients on risk mitigation strategies. By combining anonymized data from marketplaces with a carrier's claim data, together the parties can evaluate trends and develop strategies to limit liability, all centered around the data. This session will include some hypothetical scenarios marketplaces commonly encounter and provide real-life examples of how insurance companies can help mitigate risk.



Unit21

Safe Marketplaces = Happy Users 😊

Help users feel safe by proactively detecting suspicious activity without writing a single line of code.

Our marketplace fraud solution addresses your problems & helps your business to:



Reduce fraud loss by allowing you to modify rules yourself.



Visually identify links between customers so you can rapidly understand relationships.



Leverage data to investigate accounts and identify bad actors or false positives

Trusted by:

PATREON Wonolo

See Unit21 in action today! https://www.unit21.ai/solutions/trust-safety



3:10 PM - 3:40 PM
Room B

Evolving Challenge of Recognising Authentic Content in a ChatGPT World | Anoop Joshi, VP, Legal & Platform Integrity, Trustpilot; Chris Downie, CEO & Co-Founder, Pasabi; Yu-Lan Scholliers, Head of Product, Checkstep

This session will focus on how different parts of trust & safety operations join forces to detect fraudulent behaviour on marketplaces and platforms and how the adoption of innovative technologies (i.e. ChatGPT) by bad actors create additional challenges. In this session you will learn: (1) how ChatGPT can be used as an aid to fraudsters; (2) why behavioural analytics combined with content analysis is more powerful to detect bad actors than content alone; (3) how to translate powerful AI into a highly automated and scalable trust & safety workflow to moderate content at scale; and (4) what are the key considerations for platforms looking to tackle fake content and bad actors.

3:10 PM - 3:40 PM
Room C
(CLE)

Six Steps to Audit Your Marketplace | Alex Kroeger, Attorney, Larson King; Pete Neubig, Founder, VPMSolutions

The best way to prevent risk is to evaluate your current weak spots. In this session we will cover six common areas where marketplaces experience risk - marketing, platform, user management/operations, security, legal documents, and trust. This will be a great opportunity to evaluate your platform through a six-step audit.

3:10 PM - 3:40 PM
Room D

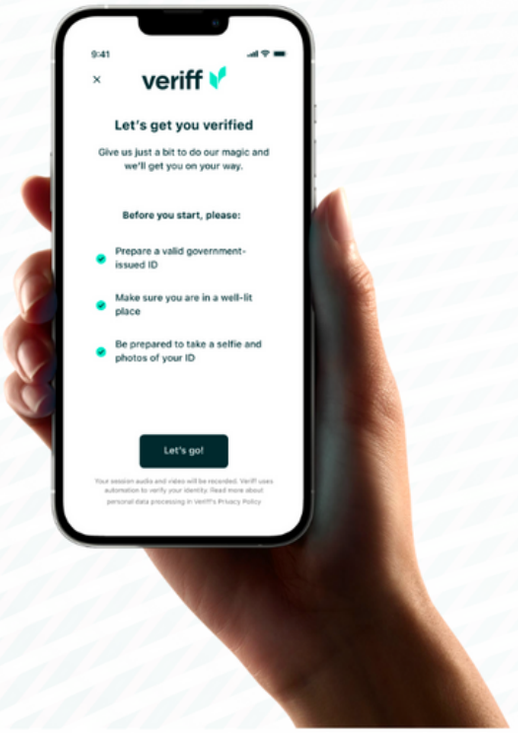
Best Practices for Handling Incidents and Claims for Insurance Compliance | Jessica Ballard, VP, Risk & Claims, Outdoorsy; Andrew Deutsch, Senior Contract and Compliance Manager, Intact Insurance - Accident & Health; Quyen Le, Partner, Gordon Rees Scully Mansukhani

Best practices for handling incidents and claims are essential for maintaining insurance compliance and avoiding legal and financial repercussions. This involves implementing clear policies and procedures for incident reporting, investigation, and documentation, as well as having a dedicated team to manage claims. To ensure compliance with insurance regulations, businesses should prioritize timely and accurate incident reporting, including gathering all relevant information and notifying insurance providers as soon as possible. Thorough investigation of incidents is also crucial, with documentation of all findings and steps taken to prevent future incidents. When handling claims, businesses should maintain open communication with insurance providers and claimants, providing all necessary documentation and responding promptly to inquiries. It is also important to stay up-to-date on changes in insurance regulations and requirements, and to regularly review and update incident reporting and claims management processes accordingly. Overall, best practices for handling incidents and claims for insurance compliance require a commitment to transparency, accountability, and effective communication. By prioritizing these factors and continuously evaluating and improving processes, businesses can ensure compliance with insurance regulations and minimize legal and financial risks.

3:50 PM - 4:35 PM
Room A

TDB |

veriff



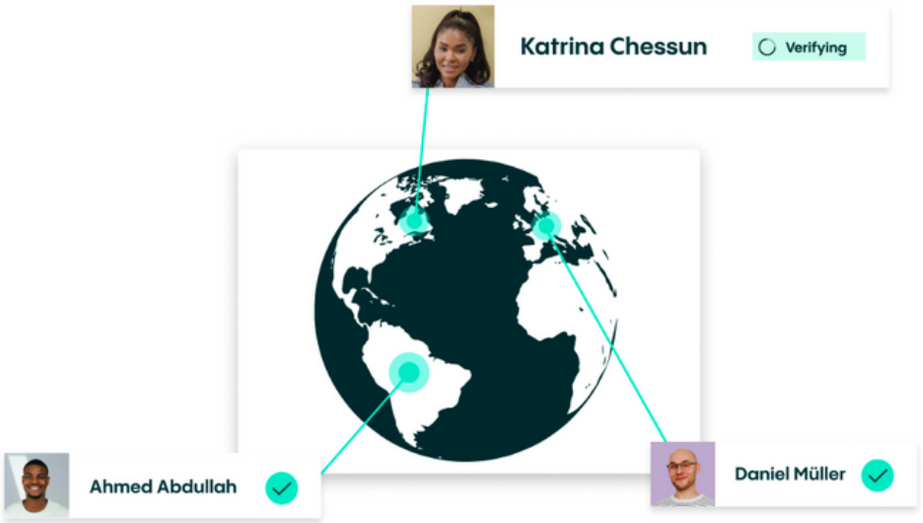
ACQUIRE CUSTOMERS. REDUCE FRICTION. BUILD TRUST.

Veriff is a full-service online identity verification solution to onboard and verify real users.

Help more users access your products and services safely and quickly with fully automated biometric authentication and simple user experience.

SCAN ME

Find out more



veriff.com

VIXIO GAMBLING COMPLIANCE GLOBAL REGULATORY AWARDS 2022

CBINSIGHTS

BestinBiz AWARDS

SBC AWARDS 2022 NORTH AMERICA



3:50 PM - 4:35 PM
Room B

Synthetic Identity Scams: Who's Hiding in your Customer, Seller & Worker Bases? |Mike Cook, VP, Commercialization - Fraud Solutions, Socure

Meet Michael Smith: the most common name for a synthetic identity. You likely have fake Michael Smiths and other synthetic identities in your marketplace ecosystem. These identities are typically based on real people but created by transposing or tumbling one or more identity elements within their name, Social Security number, and/or date of birth. According to the U.S. Department of Justice, this type of fraud is the fastest-growing financial crime. If left unchecked, it could cost close to $5 billion in 2024, according to a recent report by Socure. In this presentation, synthetic identity expert Mike Cook (he coined the term) will discuss the evolution of synthetic identities, deliver an analysis of methods used to perpetrate it, and identify trends in synthetic identity fraud. Cook will also share best practices and strategies for protecting your marketplace's integrity while combating this insidious drain on revenue and operations.

3:50 PM - 4:35 PM
Room C

Emerging Issues in Platform Liability Litigation|Claire Eagan, Senior Counsel Product & Strategy, Uber; Christina Linsmeier, Director, Insurance Litigation, DoorDash; Laura McAdams, Lead Counsel, Litigation, Cruise; Patrick Reilly, Partner, Faegre Drinker Biddle & Reath LLP

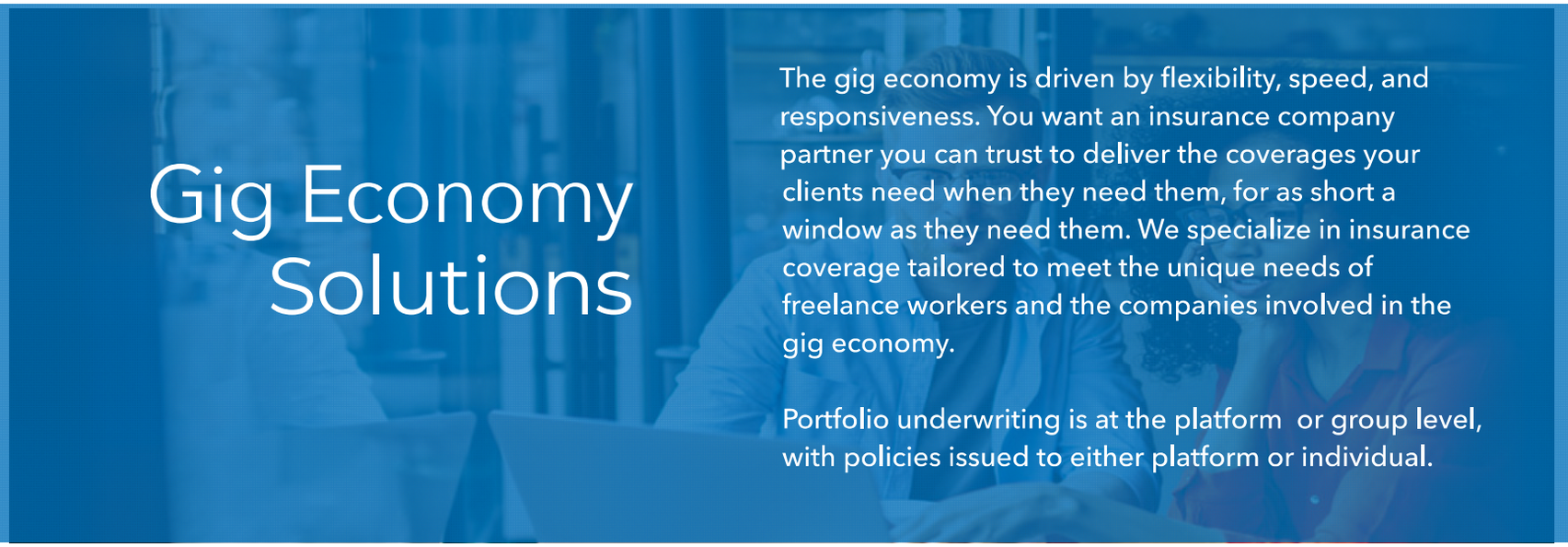
Platform liability - product liability and personal injury litigation for platform companies - is on the rise. It is taking new forms, under new theories, in new jurisdictions, from single plaintiff lawsuits to multi district litigation. Our panel of experts will explain what platform liability is, why marketplaces should be paying attention to this trend, and what steps companies should take to minimize the risk and scope of loss.

3:50 PM - 4:35 PM
Room D

The Key to Trust & Safety? It's in Your Pocket|Joseph Schwartz, Sales Director - Marketplace, Gig Economy, eCommerce, Prove; Caleb Sims, Director, Marketplace Strategy, Prove

The sharing economy cannot exist without a dedicated and passionate community of users that transfer information, share ideas and sell goods and services. Community growth and engagement is absolutely essential to the business strategy – and that means protecting consumers from fraud and prioritizing safety, while facilitating a frictionless customer experience. The challenge? Delivering both without sacrifice. The solution is something that over 90% of your customers already have in their pocket - their mobile phones. In this fireside chat, John Greene, VP of Marketplaces at Prove, and Travis Dawson, Director Product Management, Marketplace/CS/ Trust & Safety at StockX, will discuss real-world examples of how leading marketplaces are using mobile phones and phone-centric identity signals to enable faster & more trusted customer experiences across mobile, desktop, and even in-person.

Gig Economy Solutions



The gig economy is driven by flexibility, speed, and responsiveness. You want an insurance company partner you can trust to deliver the coverages your clients need when they need them, for as short a window as they need them. We specialize in insurance coverage tailored to meet the unique needs of freelance workers and the companies involved in the gig economy.

Portfolio underwriting is at the platform or group level, with policies issued to either platform or individual.

General Liability

- Admitted and non-admitted
- Various limits available
- Miscellaneous Professional Liability
- Liquor Liability (contingent or incidental only)
- Blanket Additional Insured
- Primary and Non-contributory Wording
- Waiver of Subrogation
- Usage-based premium options available

Occupational Accident

- Group or Blanket coverage options available
- Usage-based premium options available
- Broad coverage form
- Coverage flexibility to meet most price points

Contingent Liability

- Various limits available
- Broad coverage form
- Alternate Employer Endorsement available

Workers Compensation

- Available in select cases
- Blanket Waiver of Subrogation available

Auto Liability & Physical Damage

- Transportation Network Companies (TNC), On-Demand Delivery (ODD), Peer-to-Per (P2P) and Business-to-Peer (B2P) platforms
- Primary, corporate/owner higher limit / top-off policies, and excess available
- Start-ups to large established ecosystems

CONTACT

Matthew Bagley
Mice President, A&
Mat th ew. Bag ley @c fi ns.com
860.326.9779

This material is provided for information purposes only and is not intended to be a representation of coverage that may exist in any particular situation under a policy issued by one of the companies within Crum & Forster. All conditions of coverage, terms, and limitations are defined and provided for in the policy. The C&F logo, C&F and Crum & Forster are registered trademarks of United States Fire Insurance Company. Products not available in all states.

CRUM & FORSTER
EST. 1822
A FAIRFAX COMPANY

#SPEAKER BIOGRAPHIES



Abhay Antony, Director, Trust & Safety, Proactive & Policy, Thumbtack

Anthony leads the Risk Analytics, Payment Risk & Policy teams at Thumbtack across the US and the Philippines. He's previously worked in trust & safety at Uber, Meta & Roposo. He's worked with all levels and business lines within organizations responsible for safety, legal, product, operations and policy.. He's also been a Product manager, engineer and operations manager which helps him act as the connective tissue in the trust & safety ecosystem.

Wale Ayantoye, Director, Financial Crimes Operations, Etsy

Wale is an experienced compliance risk professional with over 10 years of working in the financial services industry. Wale is skilled in BSA|AML|KYC & fraud Investigations, sanctions, OFAC, onboarding procedure, financial risk, financial crimes risk management, validating effective controls, and regulatory and compliance testing. He is a published author, keynote speaker, business and personal development coach.

Matthew Bagley, Vice President, Crum & Forster

Matthew is a Vice President at Crum and Forster (C&F), an Insurance Carrier with a long history of providing market-leading insurance solutions, building and maintaining scores of lasting partnerships and creating an enduring legacy of corporate social responsibility. Matthew leads the Occupational Risk division, which has a focus on workplace accident coverages tailored to Independent Contractors servicing the transportation industry, Sharing Economy and all other business segments utilizing Independent Contractors.

Darren Baldwin, Senior Program Leader Trust & Safety, Uber

Darren is the Senior Program Leader for the U.S. & Canada Operations team at Uber. These teams operationalize safety initiatives and conduct investigations for Uber's most urgent critical safety incidents. Prior to joining Uber, Darren spent almost 20 years in Law Enforcement with the Stockton Police Department and the State of Arizona.

Jessica Ballard, VP, Risk & Claims, Outdoorsy

Jessica Ballard is the VP of Risk and Insurance at Outdoorsy. She has been in insurance over 15 years and has spent the last 7 years in the marketplace and insure tech sector. When she is not working she loves traveling the world.

Candace Bertoldi, Partner, Seyfarth Shaw

Candace is a leader in Seyfarth's Pay Equity group, Financial Services practice group, and Future Enterprise group. She is an active member of Seyfarth's national Wage and Hour practice group, and editor of the California Wage and Hour blog and Future Enterprise blog. Candace's experience includes the defense of major statewide wage and hour class action and collective action claims involving meal break, rest break, misclassification, overtime, expense reimbursement alternative workweek schedule and work-off-the-clock allegations, and the defense of multiplaintiff claims involving allegations of discrimination, harassment, and whistleblower/retaliation. She has extensive arbitration experience, including FINRA arbitrations.

Rishi Bhalerao, Chief Operating Officer, Sittercity

Rishi serves as the Chief Operating Officer (COO) for Sittercity with oversight for the company's Finance, Analytics, Customer Service, Trust & Safety, Operations, IT, and People Operations functions. Prior to his current role, Rishi was the COO of The Learning Corp (TLC), a digital therapeutics company, and he led programs and operations at PatientsLikeMe (PLM), a health research platform. Rishi started his career at the Boston Consulting Group (BCG) and has an MBA from the University of Michigan.

Andrew Blachman, Partner, Marketplace Capital

Andrew Blachman is a marketplace operator turned investor. Before founding Marketplace Capital, Andrew was President of Tophatter, a discovery commerce marketplace backed by August Capital, CRV, Goodwater and others. Andrew was the CEO of GET ME IN!, a European online ticket marketplace acquired by Ticketmaster in 2008. Andrew began his career as an investment banker in Goldman Sachs' high technology group in Silicon Valley and Hong Kong. He is also an early seed investor in marketplaces including SeatGeek, Bridebook, and Outdoorsy.

Julia Breyer, Associate General Counsel, Instawork

Julia Breyer is the Associate General Counsel of Instawork, the leading flexible work platform for hourly workers. As the company's second attorney, she balances hypergrowth business objectives with practical risk mitigation. She provides product, policy, and regulatory counsel at all stages of the product lifecycle; manages litigation, from high-level strategy to trust & safety-related incident response and press strategy; oversees commercial contract negotiation; and wears a variety of other legal hats. Prior to Instawork, Julia worked for a fintech company and a delivery marketplace platform



INNOVATIVE BUSINESS MODELS DEMAND INNOVATIVE INSURANCE SOLUTIONS.

Y-RISK
A COMPANY OF THE HARTFORD

Businesses in the sharing and on-demand economy need an underwriting partner that's as nimble and creative as they are. At Y-Risk, a company of The Hartford, we offer insurance coverages and usage-based pricing tailored to match each client's unique business model.

Visit us at **yrisk.com** for more information.

The Hartford Financial Services Group, Inc., (NYSE: HIG) operates through its subsidiaries, including underwriting company Hartford Fire Insurance Company, under the brand name, The Hartford®, and is headquartered at One Hartford Plaza, Hartford, CT 06155. For additional details, please read The Hartford's legal notice at www.TheHartford.com.

23-ML-1811100 © April 2023 The Hartford

THE HARTFORD

#SPEAKER BIOGRAPHIES



Scott Brown, CEO, Immersion

Scott Brown has been a long time technologist, entrepreneur, author and investor with a strong history of building companies from inception to profitability. His recent 4 years have been leading the innovation charge with neuroscience at Immersion, a revolutionary approach to understanding human behavior to help drive great outcomes. Immersion measures what the world loves, especially when the cost of being wrong is high via distributed neuroscience SaaS platform that directly measures, second-by-second, what an audiences' brain values using the smartwatch they already own.

Michael Burshteyn, Associate, Morrison & Foerster, LLP

Michael ("Mike") Burshteyn leads litigation defense for marketplace companies involving cutting edge technology issues. He is lead counsel in multiple litigation matters involving more than $100 million in controversy, including cases alleging product liability theories against online platforms attempting to pierce Communications Decency Act Section 230 immunity. He also represents companies in takedown and Terms enforcement controversy involving misinformation, scraping, bots, sanctions, sex trafficking, drugs, and other forms of platform abuse. Mike has experience representing clients involved in controversy over novel applications of Artificial Intelligence technology as well as cryptocurrency, including with respect to data security incidents and privacy issues. He defends against related regulatory investigations as well. Before practicing at MoFo, Mike was the CEO & Founder of CryptoMove, a data security company that commercialized moving target defense technology. At Cal Berkeley, he was the #1 ranked college debater in America.

Dr. Tye Caldwell, Co-Founder & CEO, ShearShare

Dr. Tye Caldwell is the Co-Founder of ShearShare, the first mobile marketplace that provides space-as-a-service for the beauty and barbering industry. Dr. Caldwell is the first African-American male member-elect to serve on the Professional Beauty Association, & his #1 best-selling book, Mentored by Failure, is often used for CE curriculum in beauty schools. His tech venture was named a World-Changing App by Fast Company and a next-gen technology by L'Oreal. Dr. Tye is a licensed instructor/educator who received his Doctorate of Professional Barbering & Cosmetology from Miracle University. He recently summited Mt Kilimanjaro in 7 days.

Scott Cannon, CEO, BigRentz

Scott Cannon is an accomplished executive with over 25 years of experience successfully developing high-growth tech-enabled logistics platforms. He currently is BigRentz's Chairman and CEO. BigRentz is a single-vendor platform that makes renting construction equipment more convenient and efficient. The Company has 4,500+ equipment suppliers, 12,000+ equipment yards, and $50 billion of equipment within its marketplace. Rental companies use outdated processes grandfathered in from traditional industry. So, we built the first online equipment rental network to modernize the marketplace.

Duncan Carey, Business Development - Trust & Safety, Identity, Uber

As a member of Uber Central Business Development team for Core Technologies, Duncan is responsible for directly managing Trust & Safety and Identity partnerships for the US & Canada as well as strategically supporting their global mega-region teams. More generally speaking, he works with Uber's cross functional teams to foster partnerships focused on improving cost-efficiency, automation and risk mitigation of the funnel and customer lifecycle of their Spenders and Earners. Prior to joining Uber, he held sales and growth roles at Socure, where he developed his passion for digital identity and risk.

Edgar Carreon, CEO & Founder, Dree

Edgar Carreon is the Founder and CEO of on-demand laundry marketplace Dree. Dree lets people get their laundry done with the tap of a button — or earn cash by doing laundry using their own washer and dryer. Edgar started Dree because he believes marketplaces empower people to live life on their terms. They give communities that have been overlooked the opportunity to predict their income in a way that has never been experienced before. Prior to starting Dree, Edgar founded several successful businesses in the restaurant and hospitality industry.

Jami Caruso, Sr. Director of Customer Happiness, uShip

Jami Caruso has worked in Customer Operations for going on 17 years. She is the Sr. Director of Customer Happiness at uShip, the world's first online shipping marketplace. As a long time uShipper, Jami has worked hard to support professional growth and has helped enable successful cross-departmental promotions for 50+ uShip employees. Jami calls Austin, TX home, but she's always planning her next trip abroad.

King & Spalding

Building Business

In today's rapidly changing world, you need more than top-notch legal advice. You need a strategic partner.

King & Spalding's technology team operates at the intersection of innovation and cutting-edge legal issues, helping tech companies and disruptors accomplish their objectives effectively and creatively.

kslaw.com

Marketplace Risk Conference Ad_Final.indd 1

4/3/2023 9:45:40 AM

#SPEAKER BIOGRAPHIES



Priya Chandrasekaran, Marketplace Lead, Unit21

Priya leads Marketplace Strategy at Unit21, a no-code platform that empowers T&S and Fraud teams to proactively prevent, detect and investigate suspicious activity. She works closely with marketplaces of all sizes to help their T&S and Fraud programs scale more effectively while keeping fraud loss low. She has previously conducted research on the Sharing Economy and worked at Grab, Southeast Asia's leading marketplace for rideshare, delivery and payments.

Keith Chapman, General Counsel, Instawork

Keith Chapman is General Counsel for Instawork, a leading flexible work platform for hourly workers across the US and Canada, and previously served as Associate General Counsel at Postmates. His background includes a blend of practical in-house savvy, guiding marketplace companies through hypergrowth, law firm training, and governmental enforcement experience. From early human rights advocacy to the future of work, Keith focuses on building new technologies that unlock economic opportunities for workers in a modern, mobile, and interconnected economy.

Paul Coleman, President and CEO, TERN Financial Group Inc.

Keith Chapman is General Counsel for Instawork, a leading flexible work platform for hourly workers across the US and Canada, and previously served as Associate General Counsel at Postmates. His background includes a blend of practical in-house savvy, guiding marketplace companies through hypergrowth, law firm training, and governmental enforcement experience. From early human rights advocacy to the future of work, Keith focuses on building new technologies that unlock economic opportunities for workers in a modern, mobile, and interconnected economy.

Saray Covey, Technology Partner Development, Alliance to Counter Online Crime

Saray started out in online retail advertising and financial technology for over 20 years. Her current focus is on merchant developments in fraud, risk and transaction laundering. With the many tools available that can help keep merchants and marketplaces safe and their brand reputations clean, narrowing down the specific needs can be difficult; Saray's goal is to provide insights to keep illegal activities out of all online merchants. She helps to educate data collection rules/options to better tailor the needs to keep consumers safe. We need to work to change the fear from consumers for data collection.

Steve Craig, Founder & Chief Enablement Officer, PEAK IDV

An expert in digital identity, Steve Craig has worked in the technology industry for over 20 years. For the past 8 years, Steve held leadership positions at three top companies in identity verification across roles in product ownership, product management, strategy, and sales. Steve founded PEAK IDV, a community-powered learning hub for the digital identity & biometrics industry, to demystify identity technologies and empower solution providers and platform practitioners to achieve their full potential.

Lyall Cresswell, Founder & CEO, Transport Exchange Group & Trustd

For 22 years Lyall Cresswell, Founder & CEO of Transport Exchange Group (TEG), has been on a mission to digitalize the road freight industry & create a collaborative & sustainable future. His many industry firsts include a ground-breaking mobile delivery app in 2004 & real-time freight visibility in 2015. Settlements arrive in 2023. 8,500 businesses currently trade 2.5 million loads annually on his sophisticated freight exchange platform. Recently Lyall launched Trustd, a bespoke digital KYB platform to manage onboarding, risk & compliance in the road freight industry. The build process has given Lyall a unique insight into the complexities of the KYB market & a deep understanding of a future based on decentralized identity, e-wallets & verified credentials.

Sandra Dainora, Chief Product Officer, Sittercity

For 22 years Lyall Cresswell, Founder & CEO of Transport Exchange Group (TEG), has been on a mission to digitalize the road freight industry & create a collaborative & sustainable future. His many industry firsts include a ground-breaking mobile delivery app in 2004 & real-time freight visibility in 2015. Settlements arrive in 2023. 8,500 businesses currently trade 2.5 million loads annually on his sophisticated freight exchange platform. Recently Lyall launched Trustd, a bespoke digital KYB platform to manage onboarding, risk & compliance in the road freight industry. The build process has given Lyall a unique insight into the complexities of the KYB market & a deep understanding of a future based on decentralized identity, e-wallets & verified credentials.

David Davari, Managing Director, Pinkerton

David Davari is an experienced Risk Advisor with a demonstrated history of working in the Risk Management and Security industry for over 3 decades, protecting and creating value for clients across the globe. In the past nine years with Pinkerton, David has lead teams of Risk Advisors working closely with Risk Management professionals at global enterprises and fortune 500 companies; providing comprehensive risk management advisory and solutions. David has extensive knowledge in all aspects of crisis management, enterprise risk, business continuity, critical infrastructure protection, threat assessment, asset protection, investigations and employment.

#SPEAKER BIOGRAPHIES

Chad Dennis, Manager, Trust & Safety Strategy, DoorDash

Chad Dennis is passionate about designing products, processes, and policies that keep global marketplace platforms safe. At DoorDash he is responsible for safety products like real-time intervention, misconduct detection, and critical crisis monitoring. He currently resides in Austin, TX. He has previously worked with marketplaces Gopuff, Lime, and Instacart, in addition to founding his own startup, AddMe.

Andrew Deutsch, Senior Contract and Compliance Manager, Intact Insurance - Accident & Health

Andrew Deutsch, JD, CIPP/US, is AVP – Senior Contract and Compliance Manager at Intact Insurance Accident & Health where he focuses on product development, compliance, and privacy issues involving occupational accident and contingent liability for transportation and sharing economy businesses, as well as non-trucking liability and auto liability. Andrew's previous experience includes insurance product development for technology and medical technology markets, global data privacy management for a manufacturing company, and risk management for a construction and development firm.

Pam Devata, Partner, Seyfarth Shaw

Pam has extensive knowledge and experience on all things relating to the use of criminal, credit, and other background checks related to hiring.

Talia DeVault, Senior Engineering Manager, Turo

As a Senior Engineering Manager at Turo, Talia leads a team of engineers focused on delivering safety and privacy for the world's largest car sharing marketplace. She has over a decade of experience creating mobile solutions that intersect people and technology, from non-profits to e-commerce. Before Turo, Talia led a team of engineers focused on e-commerce solutions at Fanatics and delivered the first-ever iPhone application for The San Francisco Jewish Film Festival. Talia holds a Master of Science in Software Engineering from Regis University and a Bachelor of Science in Digital Filmmaking and Video Production.

spectrum labs

As the leading contextual AI content moderation solution, we're dedicated to safeguarding your online platforms from the risks that matter.

Safeguard, Detect, Prevent, Secure

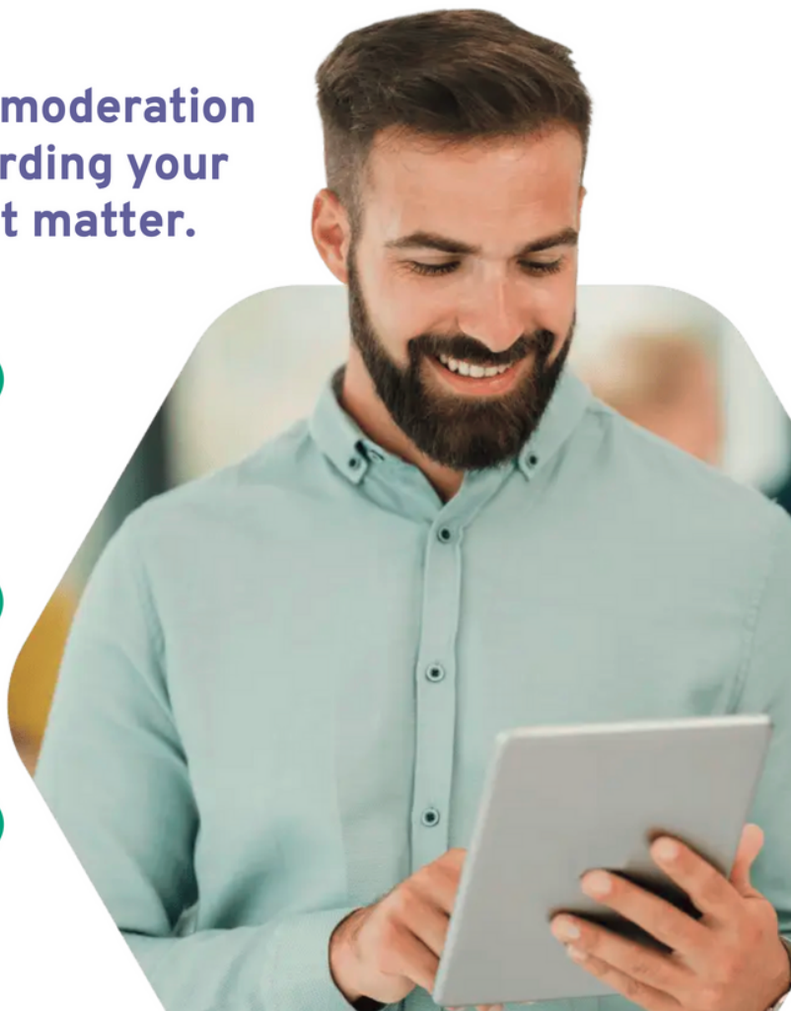
Spectrum Labs uses AI to help online marketplaces remove spam and financial scams that threaten their user experience and reduce platform revenue.

Effective Moderation, Any Language

Your content moderation efforts can scale uninterrupted as your platform grows internationally.

Moderate Users Not Just Messages

Allows moderators to pinpoint and take action against users who create a disproportionate volume of harmful content.



Learn more at spectrumlabs.com

#SPEAKER BIOGRAPHIES



Mark DiVitto, VP - Sharing Economy, Crum & Forster

Mark began his career as a CPA with a book the included both publicly traded and private insurance companies. He later served as the Controller for one of C&F's subsidiaries, which consisted of 200 employees, $400 million of annual revenues and over $1 billion in assets. After gaining first-hand exposure to all facets of an insurance organization he moved into the underwriting management space. In 2018, Mark took on leadership responsibilities for C&F's newly formed Sharing Economy segment that focuses on insurance needs for ride/car-sharing, delivery and other gig economy platforms with a focus on auto and excess lines.

Chris Downie, CEO & Co-Founder, Pasabi

Chris is CEO and Co-Founder of Pasabi. With a strong interest and extensive experience in AI and behavioural analytics, Chris leads the team in the application of Pasabi's fraud detection technology to help marketplaces and platforms tackle online threats, building trusted & safe experiences for their customers.

Claire Eagan, Senior Counsel, Product & Strategy, Uber

Claire Eagan is Senior Counsel Product & Strategy on Uber Technologies, Inc.'s Safety & Insurance Litigation team. She has been with Uber for almost 7 years from start up through IPO and now a publicly-held corporation. She currently handles some of Uber's highest exposure files nationwide while advising the business on app features, contract formation, legislative efforts, nationwide litigation and trial strategy, and attorney growth and training.

Phillip Ebsworth, Associate, Seyfarth Shaw

Originally from the UK, Phillip understands the feeling clients may have when encountering California's labor and employment laws for the first time—especially the Labor Code Private Attorneys General Act of 2004 (PAGA). Phillip draws on his experience and practical sense to help businesses comply with California's maze of employment laws, or, if confronted with litigation, develop a strategy to achieve the best possible outcome. Ultimately, Phillip helps businesses protect their cultures and goals so they can feel at home in California.

Modjossorica Elysee, Founder & CEO, BeautyLynk

Rica Elysee – a funded Black Women entrepreneur in tech - was a successful community organizer, marketer, and fundraising exec who had founded an influential beauty and makeup community for women of color in Boston. Rica was also helping take care of a disabled family member and she noticed how confident hair appointments made this family member feel - but it was hard to find accessible salons and to book and keep appointments. So she used her knowledge of the beauty industry, marketing and fundraising to build BeautyLynk.

Deniz Ertan, Senior Director of Buyer Risk, eBay

Deniz brings a depth of experience in using data and analytics to improve risk management and drive growth and profitability. Throughout her 20-year career in financial services, she has achieved impressive results managing risk and fraud strategies for consumer and merchant portfolios to help businesses make data-driven decisions.

Peter Evans, Chief Strategy Officer, McFadyen Digital

Peter C. Evans is Chief Strategy Officer at McFadyen Digital. He has over 25 years of experience leading teams in identifying, framing, assessing, and communicating high-priority marketplace trends and disruptions that support business planning and investment prioritization. He has held senior strategy roles at large global enterprises, such as KPMG and General Electric. He is the Co-Chair of the MIT Platform Strategy Summit and the NTWRK Summit in Barcelona, Spain. Peter received his BA from Hampshire College and his master's degree and PhD degree from the Massachusetts Institute of Technology.

Sahil Farooqi, Director of Business Operation, Rently

Sahil Farooqi is Director of Business Operations, Rently. Rently provides self-touring and enterprise smart-home platforms for both single-family and multi-family operators.

André Ferraz, CEO and Co-Founder, Incognia

André Ferraz is the CEO and co-founder of Incognia, a location identity company based in Palo Alto, California. Incognia provides mobile authentication and fraud prevention to the gig economy, marketplaces and fintech apps, utilizing location technologies developed by Ferraz and his co-founders, which have been deployed on over 200 million smartphones. Ferraz is a computer scientist with expertise in location technologies, cybersecurity, and privacy.

Alex Feerst, Murmuration Labs, Chief Executive Officer

Alex is the CEO at Murmuration Labs. They work with tech companies to develop trust and safety policy, operations, and software.

#SPEAKER BIOGRAPHIES

Rob Ferreira, VP Business Development, Samdesk

André Ferraz is the CEO and co-founder of Incognia, a location identity company based in Palo Alto, California. Incognia provides mobile authentication and fraud prevention to the gig economy, marketplaces and fintech apps, utilizing location technologies developed by Ferraz and his co-founders, which have been deployed on over 200 million smartphones. Ferraz is a computer scientist with expertise in location technologies, cybersecurity, and privacy.

Stephen Fusco, Director of Legal Affairs and Data Security, HopSkipDrive

Dr. Stephen Fusco brings over twenty years of policy, law, and education experience to his work. Stephen graduated from Emory University with a BA and JD and a PhD in educational leadership and policy studies at the University of Denver. After working for various national and regional law firms as a corporate/real estate partner, Stephen moved in-house and worked for organizations at various stages of growth, including a Fortune 500 company. Stephen is currently the Director of Legal Affairs and Data Security for HopSkipDrive, an organization that invested in safe youth transportation solutions.

Ariel Futter, Senior Customer Success Manager, Forter

Ariel Futter is a Senior Customer Success Manager at Forter, a machine learning/AI trust platform for digital commerce. He works with Forter's largest strategic accounts to make sure they maximize ROI from Forter's fraud and abuse prevention, payments optimization, and identity management tools. Ariel's background spans strategy, operations, and partnership management with an in-depth understanding of how to help drive organizational transformation. Prior to Forter, Ariel was special assistant to the CEO of the ADL (Anti-Defamation League), an operations manager at Uber Eats, and advised technology companies on business strategy at Strategy

Nicola Gandy, Founder, Azacus.io

Nicola Gandy is Founder and Director of Azacus.io, an offensive cyber security consultancy, otherwise known as the friendly hackers. She is an engaging and accessible speaker on the role of Pentesting within Marketplace, her mission is to ditch the usual scare tactics and to empower rather than impede when it comes to facing our community's inevitable cyber threats.



#SPEAKER BIOGRAPHIES



Albert Giang, Partner, King & Spalding

Albert Giang is a Litigation Partner whose cutting-edge practice focuses on defending technology companies in class actions, complex litigation, and regulatory enforcement. Named a "Legal Visionary" by the LA Times and a "West Trailblazer" by the American Lawyer, Albert has successfully litigated and counseled clients on Section 230 of the Communication Decency Act, including serving as Counsel of Record for Marketplace Industry Association in the recent Supreme Court case Gonzalez v. Google.

Eric Goldman, Professor, Santa Clara University School of Law

Eric Goldman is Associate Dean for Research and Professor of Law at Santa Clara University School of Law. His research and teaching focuses on Internet law, and he blogs on that topic at the Technology & Marketing Law Blog [http://blog.ericgoldman.org]. He is a founding director of the Trust & Safety Professional Association (TSPA) & Trust & Safety Foundation (TSF).

Ramon Gutierrez, Senior Manager, Etsy

Ramon is currently a Senior Manager at Etsy with 6+ years of fraud prevention experience. He is passionate about building operational programs focused on account takeover remediation. He honed his leadership skills at prestigious museums like MoMA and the Metropolitan Museum of Art, and now leads a growing team. His commitment to trust and cross-collaboration has resulted in efficient workflows. While his background is in Art History, he finds deterring fraud just as exciting and looks forward to making a meaningful impact in this field with his skills in leadership, collaboration, and program development.

Cathleen Gwaltney, Sr. Manager Trust & Safety, eharmony

Cathleen Gwaltney is the Senior Trust & Safety Manager at eharmony. In her role, Cathleen oversees a dedicated team of specialists who focus on providing eharmony members with a safe environment to find love. Her experience in fraud prevention is instrumental in helping eharmony members discover the most compatible connections possible in a trusted environment. Her team also supports the Customer Care and legal teams at eharmony. Cathleen joined the eharmony team 17 years ago and has been a part of eHarmony's fraud prevention and detection for 15 years.

Jeffrey Hammer, Partner, King & Spalding

Jeffrey Hammer is a partner in King & Spalding's Los Angeles office and an experienced commercial litigator who represents companies in high stakes litigation throughout the country. Jeffrey has significant arbitration and trial experience across a wide range of substantive areas, and regularly litigates the enforceability of arbitration provisions.

Jesika Haria, CEO, LogicLoop

Jesika founded LogicLoop to help operations teams never miss a critical event. LogicLoop enables risk teams to stay on top of trust & safety, compliance & fraud without waiting for engineers, by letting them set up alerts and automations on their data themselves. Previously, she's helped top 10 banks automate lending at Instabase, a $4B company born out of her research at MIT, and built data transformation software at Trifacta / Google Cloud Dataprep. She enjoys bringing 600+ risk leaders together with her Trust Operators Slack community, and trying her hand at just about everything from diving to forensic science.

Justyn Harriman, Lead, Engineering - Trust & Safety and Verification, Nextdoor

Justyn Harriman leads Trust & Safety engineering at Nextdoor, where he builds scalable systems to prevent, detect, and remove unsafe content. As a founder of Nextdoor's Trust & Safety team he developed the team's risk mitigation strategy to handle a diverse set of problem areas, including fraud, misinformation, safety. His work to develop a lightweight identity verification system has allowed Nextdoor to rapidly scale its userbase while still providing confidence that every new neighbor on Nextdoor is a real person at a real address.

Sahil Hasan, CEO & Co-Founder, Dots

Sahil Hasan is the CEO and Co-Founder at Dots.

Sarah Haynes, Regional Vice President West Region National Accounts, Zurich Commercial Insurance North America

Sarah Haynes serves as Regional Vice President of National Account for Zurich Commercial Insurance in the West Region. She is accountable for sustaining profitability, staff development, client development and operations oversight according to corporate strategic directive. Immediately prior to joining Zurich in August 2019 Sarah worked at Marsh USA, San Francisco leading the Casualty Placement Team for the Pacific Northwest Region. Responsibilities included managing trading partner relationships, client advocacy with carriers and resolving complex client needs.

Adam Hiatt, CEO, Dodgeball

Adam is an engineering leader with years of experience building consumer-facing products, and the fraud systems that protect them. He has experience at Eatsa, Lyric, Cnet, and many others. Most recently, he founded Dodgeball - an engineering-friendly fraud orchestration platform that promises the last integration that fraud and engineering teams will ever need.

#SPEAKER BIOGRAPHIES

Christopher Horne, Director Trust & Safety Investigation and Intelligence, Upwork

Chris leads Trust & Safety Investigations and Intelligence Teams, responsible for developing intelligence on complex T&S issues globally. He plans and delivers short and long term strategy deployment to resolve business risks, platform abuse, and external threats. He is also the interim business lead for Executive Protection at Upwork Inc. Chris is a seasoned security investigator and leader with over 28 years of Public, Private and International experience.

Tracy Hwang, Director, Risk Management, Instacart

Tracy is currently the Director, Risk Management at Instacart where she is responsible for the risk management strategy, corporate insurance program, and strategic insurance solutions. Prior to joining Instacart, she spent time at other marketplace platforms, including Uber, eBay, and Postmates. Tracy serves on Zurich's North America Risk Management Council and has been a volunteer for ten years with the Spencer Foundation where she supports the next generation of industry leaders.

Gabriel Isserlis, Founder & CEO, Tutti

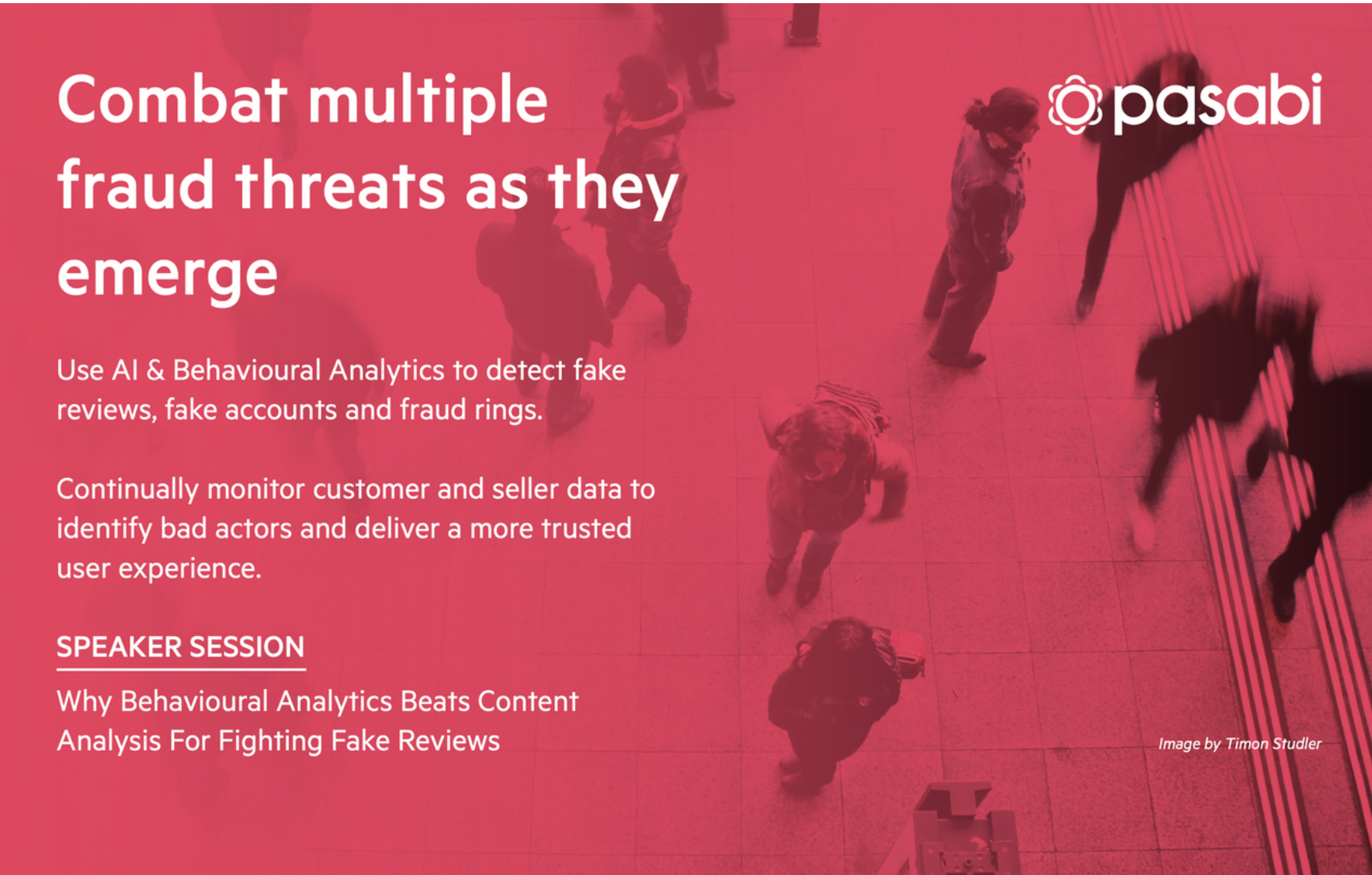
Gabriel's expertise lies at the intersection of creativity and technology. With degrees in film making and software development, as well as a decade of work in music, theatre, and photography, he has a unique set of insights. These have inspired creative technical solutions to problems he has experienced first hand in the creative industries, one of the fastest growing sectors that is already worth more than $3tr to humanity.

Luca Jarone, Senior Account Manager, LegitScript

Luca Jarone is Senior Account Manager at LegitScript and began his trust and safety career seven years ago as a Portuguese Analyst at the company. Today, he helps their global partners implement industry-leading solutions to keep their online platforms and marketplaces safe.

Reneta Jenik, Founder & CEO, Foodom

Reneta is an impact entrepreneur who is also proactive, realistic optimistic, conscious human, passionate about sustainability, social impact, resource efficiency, healthy food, diversity, and inclusion. Her journey includes creating more Blue Zones around the world, in harmony with the environment.



#SPEAKER BIOGRAPHIES



Derek Jones, Director of Product Management, Risk Intelligence, Equifax Workforce Solutions

Derek Jones leads product initiatives focused on people-based risk at EWS. He leads a team responsible for delivering products that leverage a spectrum of person and justice-involved data to provide solutions for commercial partners under the Insights mission of "Empowering the world with knowledge for safer communities." He has over a decade of leadership experience in customer-focused roles as a co-founder, a business development executive, an account executive, and in Product, all within software companies. Derek earned an M.B.A in Entrepreneurship and a B.A. in Political Science and Economics at the University of Louisville.

Anoop Joshi, VP, Legal & Platform Integrity, Trustpilot

Anoop Joshi is VP of Legal & Platform Integrity at Trustpilot. Leading a global team of lawyers and specialists handling a range of strategic and legal issues ranging from regulation, litigation and disputes, to intellectual property, fraud and fake review investigations, Anoop and his team work hard to help Trustpilot become the most trusted consumer review brand.

Vishal Kapoor, Director of Product, Shipt

Vishal is a Product Leader, Industry Speaker, and Company Advisor with a passion for building, launching and scaling next-generation consumer products impacting $Billions in revenue, opex, and P&L. His products have spanned marketplaces, transportation, advertising, search, messaging, gaming, and retail industries, at companies like Amazon, Microsoft, Yahoo, Zynga, Lyft, and Shipt. He is passionate about solving audacious problems through a principled, outcome-oriented, and collaborative approach.

Jennifer Kelly, Senior Director, Seller Verification & Financial Crime Ops, Etsy

Jennifer Kelly is the Senior Director of Marketplace Integrity at Etsy, an online marketplace for unique and handmade goods. In her role at Etsy, Jennifer oversees the operational teams responsible for content moderation, financial crimes investigations, seller verification, legal notice/takedown, and feature vetting. Prior to joining Etsy, Jennifer served as PayPal's Global Financial Crimes Program Manager and a Vice President in Compliance at Citi. Jennifer holds a B.A. in Chinese from Hamilton College and a J.D. from Fordham University School of Law. She was a 2010 Fulbright Scholar based in Chengdu, China.

Jacob Kestenbaum, Director, Business Development - Cyber & Intelligence, Mastercard

Jacob was born and raised in Jerusalem, Israel to an English-speaking family (originally from Brooklyn, NY). He spent his high-school days in New York and relocated to California where he attended California State University - East Bay studying Business Administration. He currently lives in Martinez, CA with his wife and 2.5 yr old son. In his free time, he enjoys playing guitar, playing sports, & family time.

Yana Komsitsky, Senior Counsel, Seyfarth Shaw

Yana develops holistic solutions for managing human capital, data privacy, and compliance issues. She has extensive experience helping clients recruit and onboard global talent, and administer mobility, including secondments and assignments.

Kathryn Kosmides, CEO, Garbo

Kathryn Kosmides is the Founder and CEO of Garbo - a new kind of safety system that helps people and platforms protect themselves and their communities. She is a longtime entrepreneur who has worked with dozens of early stage venture-backed companies to launch and scale their sales and marketing and started her career in community management. She has been published in every major news outlet including op-eds in Fortune and TechCrunch and in 2021 she was named one of Fast Company's Most Creative People in Business.

Alex Kroeger, Attorney, Larson King

Alex is an Attorney at Larson King, a boutique firm with deep trial experience. After 10 years in product marketing, Alex changed careers to become an attorney. She has planned a sprint, launched a product, and represented people in court. Alex enjoys working with marketplace companies because of their unique set of problems and growing pains. In her free time she runs a travel website with her husband.

Kenneth Lau, Head of Trust and Safety, Zipcar

Ken Lau is a senior risk leader having served in various risk, safety and compliance roles. He is currently the Head of Trust & Safety at Zipcar, an on-demand carsharing platform - overseeing fraud, identity, policy enforcement, insurance and crisis management efforts. Prior to Zipcar, he was the first safety hire and Senior Director of Trust & Safety at Eaze, an on-demand cannabis delivery startup, with a focus on building safety and risk policies/programs from the ground up for legal and compliant deliveries.

Kristina Launey, Partner, Seyfarth Shaw

Kristina provides clients collaborative, strategic, effective employment and disability access solutions and litigation defense, which minimize risk and keep in mind the business goals and realities.

Tracey Lazos, Sr. Director, Market Strategy, TransUnion

Tracey is an experienced Financial Services specialist, with a primary focus on Consumer Lending. She is responsible for key organizational programs and projects that support the short and long-term growth of the organization.

#SPEAKER BIOGRAPHIES



Quyen Le, Partner, Gordon Rees Scully Mansukhani

Quyen Le is a Partner and specializes in complex litigation for insurance coverage, class actions, business and contractual disputes in California and other jurisdictions across the nation. She primarily provides coverage advice and represents insurance carriers in coverage and bad faith litigation involving first- and third-party claims under various insurance policies. This experience provides her with the ability to efficiently investigate claims. She works closely with clients and is able to effectively communicate complex legal concepts, as well as formulate multiple practical and resourceful solutions to serve her clients' interests.

Eugene Lee, Senior Counsel, Uber

Eugene Lee is Senior Counsel at Uber Technologies, Inc. He is on the Safety and Insurance Litigation team, overseeing litigation in California, Nevada, Oregon and Washington. He additionally leads the team's Defense Counsel Task Force, which is tasked with identifying new, diverse law firms to include in Uber's defense counsel panel that are aligned with Uber's core priorities of diversity and inclusion. Prior to working at Uber, Eugene worked at several large national law firms and worked with various gig economy companies.

Lennette Lee, Partner, King & Spalding

Lennette Lee regularly defends clients including tech startups and retail conglomerates in putative class, collective, and individual actions arising from consumer (TCPA, CLRA, unfair competition laws) and employment (worker misclassification, discrimination, retaliation) issues. She also develops and counsels clients on bespoke Terms of Service/Terms of Use, arbitration agreements, and other policies. Lennette was recently named by the Los Angeles Business Journal as a 2023 Leader of Influence: Minority Attorneys.

Tyler Lewis, Sr. Sales Director, Veriff

Tyler heads up the revenue teams in North America for Veriff. He has 7 years of experience dealing with the increasingly complex threat of fraud and financial crimes. His passion for technology combined with years of experience helping companies gain access to world-class solutions positions him as an advocate and consultant for clients looking to deploy the most effective IDV solutions available today. Helping organizations improve their approach to IDV, has led to the insight that implementing the right tools, user experiences, and having the right data available is critical to ensuring organizations can build trust & safety online.



#SPEAKER BIOGRAPHIES



Christina Linsmeier, Director, Insurance Litigation, DoorDash

Christina serves as the first Director of Insurance Litigation at DoorDash, where she is building a team of innovative litigators to further develop helpful legal precedent in the Gig Economy space. Prior to joining DoorDash she spent nearly 6 years handling and managing High Exposure matters at Uber, as well as 7 years handling general and product liability matters as National Coordinating Counsel for multiple Fortune 500 companies.

Christina Louie Dyer, Sr. Manager, Fair Chance Development, Checkr

Christina Louie Dyer serves as the Sr. Manager, Fair Chance Development for Checkr.org, the social impact art of Checkr. Checkr.org's mission is to build a fairer future of work, one job at a time. In her role, Christina focuses on growing the Fair Chance movement by helping other companies become Fair Chance employers. Prior to joining Checkr, Christina launched and led Lob.org, the social impact and sustainability function of Lob, and was the second founding member of Box's social impact team, Box.org. She is passionate about cross-sector collaboration and leveraging the resources and influences that she has access to for positive impact.

Rob MacKethan, Risk Manager, HyreCar

Rob MacKethan is HyreCar's Head of Risk Management and Insurance. He recently joined the HyreCar executive team to improve driver underwriting and optimize risk and insurance performance. A risk and insurance industry veteran, MacKethan has more than 30 years of direct experience in Mobility as a Service, startup experience and deep ties with the insurance industry. Previously, he was Vice President of Insurance and Risk Management at micro-mobility leader Lime, where he built a best-in-class practice dedicated to understanding risk and unlocking significant advancements in safety and protection for Lime users.

Piers Mainwaring, Chief Innovation Officer, Everee

Piers Mainwaring is Chief Innovation Officer at Everee, instant payroll technology for gig platforms and marketplaces. Piers has held engineering leadership roles for over a decade. Before joining Everee, he founded and led a consulting firm, advising startups on technical strategy, product implementation, and team leadership. At Everee, he focuses on future product direction, technical strategy and partner success.

Calvin Mang, Director, Insurance, Lime

Calvin Mang is based in San Francisco and is the Director of Insurance at Lime. Lime is the global leader in micromobility providing shared electric bikes and scooters in more than 200 cities across five continents. Lime's mission is to build a future where transportation is shared, affordable and carbon-free. Calvin previously held roles at Lyft and Aon.

David Mattern, Partner, King & Spalding

David Mattern is a Partner at King & Spalding who represents companies in complex litigation and intellectual property matters. He has particular experience in counseling technology companies about matters concerning copyright law, the DMCA, and Section 230.

Laura McAdams, Lead Counsel, Litigation, Cruise

Laura McAdams is the Lead Counsel, Litigation at Cruise.

Kathleen McConnell, Partner, Seyfarth Shaw

Kathleen's work in spearheading Seyfarth's use of data analytics in litigation and counseling matters has contributed to keeping Seyfarth on the cutting edge of the legal practice. Her innovative work in this area has enabled the firm to obtain favorable settlements for clients, reduce significant areas of potential liability, and undermine class certification arguments. In addition, she regularly advises clients on developing cost-effective strategies for the preservation, collection, review, and production of electronically stored information, including for cross-border matters. She also counsels clients on data privacy, with a focus on compliance with the California Consumer Privacy Act, as amended by the California Privacy Rights Act.

Rob Mihalko, Founder and Principal, Spectus Strategy

Rob Mihalko is a strategy and marketing executive with more than 15 years of management experience with digital marketplaces. He currently advises companies across a range of strategy and operations topics related to digital marketplaces, and invests in marketplace start-ups. He also designed a course offered through Stanford Continuing Studies on managing digital marketplaces. Previously, Rob led growth for several marketplace businesses, including Ariba Network as global vice president at SAP Ariba, where he grew the business from $0 to over $400M in revenues.

Chris Moore, Head of Apollo ibott 1971, Apollo

Chris has been with Apollo since 2013 and was instrumental in the setup of the Apollo ibott 1971 Syndicate. With over a decade of experience with Casualty and innovation, which he has a passion for, Chris believes in insurance products being an enabler for new progressive business models such as new mobility, autonomous vehicles, the sharing economy and insuring digital assets.

#SPEAKER BIOGRAPHIES

Eric Morse, Chief Revenue Officer, Trulioo

Eric has decades of sales, technology and business development experience. He leads the sales and customer success teams with the charge of accelerating the company's growth trajectory, emphasizing global enterprise-level customers. Prior to joining Trulioo, Eric was the SVP of Sales at Affirm, where he defined and executed the large-enterprise business strategy. During his tenure, he more than quadrupled the sales team's size. Prior to that, he led the North American enterprise-level sales team for Adyen during its time of hyper growth. Throughout his career, he has held sales leadership positions at Google, Microsoft and Netsuite.

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

Sujata Mukherjee is the Head of Research, Trust & Safety at Google, focusing on user harms, trust and credibility, content responsibility and content review operations. Before Google, she led quality and client value programs at IBM and managed operations and analytics functions at Genpact. An Indian School of Business alum, Sujata is a crusader for women in leadership and technology for good.

Stephen Myers, Director & Senior Counsel - Litigation, Match Group (MTCH)

Stephen Myers is a Director & Senior Counsel of Litigation at Match Group, where he handles consumer, business, and employment litigation matters for Match Group's global portfolio of brands, including, among others, Tinder®, Match®, Hinge®, and OkCupid®. Prior to joining Match Group, Stephen worked as a litigation and labor and employment attorney for Southwest Airlines, and, prior to that, as a litigation associate at Norton Rose Fulbright. Stephen is a graduate of the University of Texas School of Law.

Mohan Nadig, Director of Legal - US, TikTok

Mohan is the Director of Legal – US at TikTok.

Ganesh Natesan, Principal Consultant - World Wide Public Sector, Amazon

Ganesh Natesan is a Principal Consultant- Federal Financials at Amazon Web Services (AWS) in the World Wide Public Sector (WWPS). Serving Federal Financial customers with cloud migration and application modernization efforts. Ganesh has over 20 years of experience in building digital products for Financial Services organizations, central banks, financial regulators, IFIs, IGOs, tax and housing authorities.

Tessera Data

Mitigate Community Risk with Criminal Records Data

tessera



Insight into Over 900 Million Criminal Records

Identify Potential Bad Actors

Access to 98% of the Nation's Criminal Records



tesseradata.com

Access to:

- Criminal Records
- Sex Offender Registries
- Security Watchlists
- Motor Vehicle Records*

Enhance Community Safety

Build Customer Trust



*Additional conditions apply. Please contact us for more information on these conditions.

#SPEAKER BIOGRAPHIES



Pete Neubig, CEO, VPM Solutions

Pete Neubig is the former Co-Founder of Empire Industries Realty & Property Management based in Houston, TX. He sold his company to Mynd Management where he was the Vice President of Eastern Operations. Pete is currently the Co-Founder and CEO of VPM Solutions. VPM Solutions is an online platform that connects the real estate industry with virtual team members across the globe.

Sarah Nunes, Chief Marketing Officer, Sittercity

Sarah Nunes is the Chief Marketing Officer at Sittercity where she oversees consumer revenue, brand strategy, and product marketing. Prior to Sittercity, Sarah served as the Vice President of Marketing at Yaymaker, where she was responsible for driving growth through a rebrand. This role followed nearly a decade of both performance and brand marketing ownership in a variety of roles at Vistaprint. Sarah has an MBA from Duke University's Fuqua School of Business and a BA in Sociology from University of California, Los Angeles. She lives outside of Boston with her family.

Sarika Oak, Director, Trust and Safety Operations, Udemy

Sarika is a Trust & Safety expert with 13+ years of experience in the tech world spanning across large global corporations like Udemy, Meta (Facebook), Groupon, eBay as well as early-stage Silicon Valley startups. Her strong technical skills and domain expertise in areas of risk mitigation, online fraud fighting, payments processing, chargeback dispute management, machine learning and data analytics has helped her in building and leading high performing cross functional teams across the globe to tackle the ever evolving space of marketplace risk.

Mike Oman, Director, Strategic Marketplace Partnerships, Avalara

Mike leads the strategy and execution of sales, marketing, and product adoption across Avalara's portfolio of 500+ Marketplace partners. Prior to joining Avalara, Mike was part of the Feedonomics team that was acquired by BigCommerce and has a background in SaaS and social platforms.

Lynn Perkins, CEO, UrbanSitter

Lynn Perkins is CEO and Co-Founder of UrbanSitter, an app and website that's making it easier than ever for parents to find, book and pay trusted childcare, from last minute babysitting to full-time care. Lynn has turned her vision of an "OpenTable for babysitting" into a service with more than a million users in 50 cities and has facilitated millions of babysitting jobs. Lynn frequently advises and speaks on the topics of scaling an organization, establishing online trust, and fundraising. Lynn is a graduate of Stanford University.

Scott Peterson, Vice President of U.S. Tax Policy and Government Relations, Avalara

Scott Peterson is Vice President of U.S. Tax Policy and of Government Relations for Avalara, Inc. Scott is a frequent speaker and is a nationally recognized expert on sales tax policy, sales tax administration, and sales tax automation. Accounting Today named Scott to the Top 100 Most Influential People in Accounting in 2018, 2019, 2020, 2021, and 2022.

Ted Pike, SVP, Paragon

Ted Pike is a facilitator of unique insurance solutions.

Shankar Ponnekanti, CTO, Trustlab

Shankar is the CTO and Co-Founder of TrustLab, where he leads the technology strategy to achieve TrustLab's vision of a healthy and safe internet, with empowered users and trusted platforms. Prior to that, he was a Distinguished Engineer at Google, leading the team responsible for Brand Safety and Suitability on Youtube, helping the team successfully navigate Youtube's monetization crisis in 2017. He received his B.S. (B. Tech.) from IIT Madras and PhD from Stanford.

Megan Poonolly, Head of Trust & Transparency, Play and Android, Google

Megan Poonolly is a trust and safety specialist with over 15 years of experience in tech, law, and trust and safety. She currently serves as Head of Trust and Transparency, Play and Android at Google. Before joining Google, Megan was the Head of Safety at Care.com, where she oversaw the user safety program and led the Global Safety team. Megan also spent many years as an attorney, specializing in background screening and safety at global law firms and in-house at Uber. Megan received her B.S. in Computer Science from the University of Virginia and her J.D. from the University of Pennsylvania Carey Law School.

David Pope, Marketing Director, Mitek

David Pope is the Marketing Director at Mitek.

Alexandra Popken, VP of Trust & Safety, WebPurify

Alex Popken is the VP of Trust & Safety at WebPurify. A pioneer in content moderation, WebPurify was the first company to offer moderation-as-a-service, combining AI and human review solutions to protect users and brands. Prior to WebPurify, Alex was at Twitter for over nine years, where she scaled the moderation of Twitter's advertising business before leading the Trust & Safety Operations organization.Alexandra Popken VP of Trust & Safety WebPurify

#SPEAKER BIOGRAPHIES



Tomer Poran, VP Solution Strategy, ActiveFence

Tomer Poran is VP Solution Strategy at ActiveFence where he leads go-to-market efforts, partnering with industry stakeholders and mapping out new growth opportunities. He has 13 years of experience in business development and strategy, working with large multinationals across industries, including Government, PropTech, AgTech, FinTech, and more. Tomer holds a B.A. in Finance from Ben Gurion University and an MBA from UC Berkeley Haas.

Brittany Radice, Senior Counsel, Regulatory, Wish

Brittany is a customer focused Ohio-licensed attorney with an extensive background in regulatory compliance, policy, and product development. Previously at Square, Amazon, and currently at Wish, she works closely with complex regulatory issues touching marketplace and eCommerce, FinTech (B2B and B2C), cannabis law, product safety and environmental regulations.

Patrick Reilly, Partner, Faegre Drinker

Patrick Reilly represents multinational and Fortune 500 clients in complex litigation, regularly acting as national coordinating counsel to manufacturers and technology companies in product liability actions. He also leads the firm's sports and gaming practice and regularly advises clients on sports matters. Patrick also defends technology companies in high-stakes product liability actions. He has particular familiarity with issues of first impression like platform liability, in which the application or software is alleged to be defective.

Ryne Ring, Director, Citadel

Ryne was formerly an executive at Insurtech, Bunker, where he focused on gig/sharing economy companies. Now at Citadel he is building custom insurance products geared around marketplaces [and their independent contractors] with specialties in occupational accident, usage-based general liability, and auto liability among others.

Matheus Riolfi, Co-Founder and CEO, Tint

Matheus is the Co-founder and CEO of Tint. Before this, he was the Director of International Expansion at Turo and launched the company in Canada, the UK, and Germany. He pioneered the operations, including designing risk management in different stages of the company and sourcing insurance in various countries. He is a licensed insurance broker in all 50 US states, holds an MBA from Harvard Business school and a dual degree in business from the University of São Paulo and Kedge Business School.

Anna Rischitelli, Product Manager, The Pro's Closet

Anna Rischitelli is an accomplished Product Manager and eCommerce expert with a passion for driving innovation and optimizing UX. At The Pro's Closet, a leading online retailer in the cycling industry, Anna led the integration of Veriff, a cutting-edge fraud prevention tool. Her focus on ensuring the security and integrity of all transactions has been paramount to the business. With expertise in feature planning and roadmap development, Anna delivers results in fast-paced environments. She holds a B.S. in Marketing, completed a Data Analytics Bootcamp, and is known for her commitment to transparent communication and milestone achievement.

James Rose, US Head of Sharing Economy + Mobility, Marsh

James Rose currently leads the San Francisco Sharing Economy + Mobility team at Marsh. He has 20+ years of experience and 18+ years advising clients in the technology & sharing economy industries, focusing on clients with technology platforms, independent contractor drivers & workforces, autonomous vehicles and component parts, micromobility exposure, shared labor and shared assets operations.

Maryna Rybakova, CEO & Founder, Artsted

Maryna Rybakova is a serial art & technology entrepreneur, the CEO & Founder at Artsted - C2C marketplace platform paving the way for the new paradigm of the art market, bridging the traditional media and the NFT technology - allowing for art investment insight powered by proprietary AI algorithms. In 2020 Maryna also co-founded and is currently leading a non-profit organization, the ReA! Art Fair in Milan. She has previously collaborated with MoCDA (Museum of Digital Contemporary Art) and spoke at CADAF 2019, NFT Lisbon 2022, World of Web3 Summit 2022, and other leading art and NFT space conferences.

Jeff Sakasegawa, Trust and Safety Architect, Persona

Jeff Sakasegawa is Persona's Trust & Safety Architect. With over a decade of experience in the Trust & Safety space across companies such as Google, Facebook, Square, and Sift, Jeff is an expert on Risk Management and Compliance. He is passionate about ensuring safe online experiences for all users.

Sarah Schol, Sr. Director of Global Safety Operations, Care.com

Sarah is the Sr. Director of Global Safety Operations at Care.com, responsible for all proactive and reactive safety processes and teams. Prior to Care.com, Sarah led the US&C Trust & Safety Team at Uber, handling the most critical and sensitive safety incidents occurring on the platform. Before making the jump to tech, Sarah spent over 10 years working in behavioral health, victim advocacy, and crisis response; managing a 24/7 crisis contact center and expanding crisis services across rural Arizona.

#SPEAKER BIOGRAPHIES



Yu-Lan Scholliers, Head of Product, Checkstep

Yu-Lan is Head of Product at Checkstep, a B2B SaaS company building Trust & Safety Moderation and Compliance solutions to help platforms dealing with harmful behaviour and content. Prior to that, she was a Data Scientist at Meta in London, working on a range of topics involving network-based detection including counterterrorism, suicide & self-injury and also customer support and advertising. She started her career in management consulting at The Boston Consulting Group in Brussels, after finishing her masters in engineering. Outside of her mission of making the internet a safer place, she enjoys travelling, nature, horse-riding and piano.

Shannon Scott, Director of Trust & Safety, DonorsChoose

Shannon is the Director of Trust & Safety at DonorsChoose. She is a customer-focused operations leader and marketplace industry veteran who has been involved with the Marketplace Risk Management Conference since just about the beginning. She has almost 20 years of experience from Fortune 500 companies to venture-backed startups.

Lauren Shapiro, Director, S&I Litigation, High Exposure US&CAN, Uber

Lauren is a highly skilled attorney, people manager, and leader with 18 years of experience in tort litigation, risk mitigation, and insurance coverage in the transportation and tech space. In her role at Uber (since 2019) Lauren oversees all Uber's catastrophic loss and interpersonal dispute litigation across U.S. and Canada and serves as dedicated counsel to the business. Lauren is an experienced people manager with a focus on team (overseeing 14 attorneys and paralegals) and a mission to build a diverse and inclusive workplace. Previously, Lauren was litigation defense counsel for clients in the gig economy and transportation sectors.

Lauren Shapiro, Director, S&I Litigation, High Exposure US&CAN, Uber

Lauren is a highly skilled attorney, people manager, and leader with 18 years of experience in tort litigation, risk mitigation, and insurance coverage in the transportation and tech space. In her role at Uber (since 2019) Lauren oversees all Uber's catastrophic loss and interpersonal dispute litigation across U.S. and Canada and serves as dedicated counsel to the business. Lauren is an experienced people manager with a focus on team (overseeing 14 attorneys and paralegals) and a mission to build a diverse and inclusive workplace. Previously, Lauren was litigation defense counsel for clients in the gig economy and transportation sectors.

Jeremy Siegel, General Counsel, Feed

Jeremy Siegel is General Counsel for Feed, a Series A tech and social commerce startup, and Strategic Legal and Compliance Advisor for Halal Hemp, a non-profit empowering Muslim and BIPOC communities in the cannabis industry. Jeremy previously led legal compliance and trust and safety teams at Eaze, California's largest cannabis marketplace for delivery. A seasoned legal expert with a passion for tech and evolving areas of the law, Jeremy helps startups navigate a range of needs, from high stakes and novel legal issues to regulatory compliance and risk analysis.

Trevor Smith, SVP, Sharing Economy + Mobility Casualty Leader, Marsh

Trevor leads a team of brokers who work with clients at all stages, from concept to commercialization, with a focus on innovative risks including transportation & delivery network companies, autonomous vehicles, micromobility, all things shared, and those not yet invented.

Justin Sorensen, Senior Vice President, Hub International

Justin has over 15 years of experience in the commercial insurance industry and is currently SVP of Commercial Accounts at Hub International. In this role, he provides customized advisory and insurance solutions and risk transfer strategies for a variety of clients, including startup and PE/ VC backed companies. His clients range a broad class of industries, from manufacturing to SaaS companies to Marketplace / Gig Economy. His technical areas of expertise include Tech E&O Cyber, Management Liability, Multinational lines, and general P&C.

Oren Stern, Chief Revenue Officer, Identiq

Oren Stern is Chief Revenue Officer at Identiq, the private network for identity validation. Prior to Identiq, Oren led Partnerships and Alliances at monday.com (MNDY), growing it to a $100M business and playing a prominent part in taking the company public. Oren joined monday.com from Kenshoo where he held a GM position overseeing Kenshoo's eCommerce business unit which he built from the ground up. He is also the co-author of several patents in the area of customer engagement, an avid sportsman, and a published writer.

Mike Sullivan, Senior Vice President, Hub International

Mike has 18 years of insurance experience brokering Property & Casualty insurance programs for VC backed technology companies providing services in green space such as Marketplaces, Fintech and Crypto. He is currently the Senior VP at Hub International as national practice lead of Technology.

#SPEAKER BIOGRAPHIES



Jeanette Teckman, SVP, Associate General Counsel - Litigation, IP, & Compliance, Match Group

Jeanette A. Teckman serves as SVP, AGC - Litigation, IP, & Compliance of Match Group, through its portfolio of companies, is a leading provider of dating services, with over 45 brands, including Match, OkCupid, Tinder, Hinge, Meetic, POF, The League, and OurTime. Jeanette joined Match Group in July 2017. In her current role, she manages litigation for the various entities under the MG umbrella, as well as maintains and enforces the company's extensive intellectual property portfolio and oversees compliance. Prior to MG, Jeanette was VP and Senior Counsel of TRT Holdings.

Eric Timmreck, Head of Trust & Safety, OfferUp

Eric Timmreck recently joined OfferUp as the Head of Trust & Safety. Eric architects holistic protection strategies that make efficient use of cross-team data and can be broken down into small components to support quick delivery & experimentation. Prior to OfferUp, Eric worked at Microsoft Corporation in Protection Services.

Michelle Tinsley, COO & Co-Founder, YellowBird Holdings

Michelle Tinsley is the Co-Founder and COO of YellowBird Holdings. YellowBird is matching qualified EHS professionals with businesses simply and easily. The YellowBird marketplace matches professionals with the right skills to the work on demand. Prior to founding YellowBird, Michelle served as CEO of Tinsley Retail Insights- a consulting firm helping retailers drive actionable innovation to compete with digital disruption, which she formed in January of 2018. Michelle served in a variety of roles over a 26-year long career at Intel. She served in Finance, GM, product and sales roles.

Alexander Tumarinson, Operating Partner, Diversis Capital

Alex Tumarinson is an Operating Partner at Diversis with a background in growth and partnerships strategy, marketing and sales technology architecture, and M&A initiatives. Prior to his role within the private equity space, he has been building growth marketing and strategic partnerships teams for venture-backed publishing, content, energy, and fintech platforms between stages Series Seed to Series D, as well as for corporate ventures within the Boston Consulting Group's venture arm. Alex graduated from Northwestern University with a BS in Biomedical Engineering and enjoys playing beach volleyball in LA.

David Vinson PhD, Director, Research and Innovation, IntouchCX

David Vinson is the Director of Research and Innovation at IntouchCX. He has spent 6+ years in industry R&D focused on understanding and implementing intelligent technology solutions in an effort to bring about successful human machine teaming. His PhD in Cognitive and Information sciences has led to 20+ peer reviewed journal articles and 7+ patents at the intersection of behavior, data, and the mind. Currently he is focused on developing, implementing and analyzing the impacts of technology solutions that enable and protect communities and employees.

Mike Wilkins, Head of Trust & Safety, Turo

Mike is the Head of Trust & Safety at Turo, the world's largest car sharing marketplace where you can book any car you want, wherever you want it, from a vibrant community of trusted hosts across the US, Canada, and the UK. Championing customers and growing Turo operations since 2013, Mike currently supports programs responsible for marketplace safety, account security, asset and brand protection, fraud prevention, and revenue recovery. Mike has 20-years of experience balancing customer experience and risk management practices across tech, financial, and retail industries.

Brian Williams, Solution Strategy Manager, ActiveFence

Brian Williams is currently a solution strategy manager at ActiveFence, where he helps T&S teams leverage ActiveFence's intelligence, AI/ML, and SaaS platform solutions. Prior to ActiveFence, Brian led content moderation teams at Patreon, and built Airbnb Trust & Safety teams like risk intelligence, off-platform trust operations, and law enforcement engagement. He started his career in US military intelligence and management consulting. He is based in Seattle, WA. When not chasing his littles or improving internet safety, he can be found mountaineering, climbing or skiing in Washington's wild places.

Amanda Witt, Partner, Kilpatrick Townsend & Stockton LLP

Amanda Witt co-leads the Technology, Privacy & Cybersecurity Practice at Kilpatrick Townsend. She is a Certified Information Privacy Professional (CIPP/US and CIPP/E), as certified by the IAPP. Her practice includes the areas of U.S. and global privacy, technology-related transactions, strategic alliances and commercial transactions. Amanda was listed in the 2022 and 2021 editions of Chambers USA: America's Leading Lawyers for Business and ranked nationally as a "Recognized Practitioner" in the area of Privacy & Data Security.

#SPEAKER BIOGRAPHIES

Hamed Yazdi, Head of Growth, Rideshare Mechanic

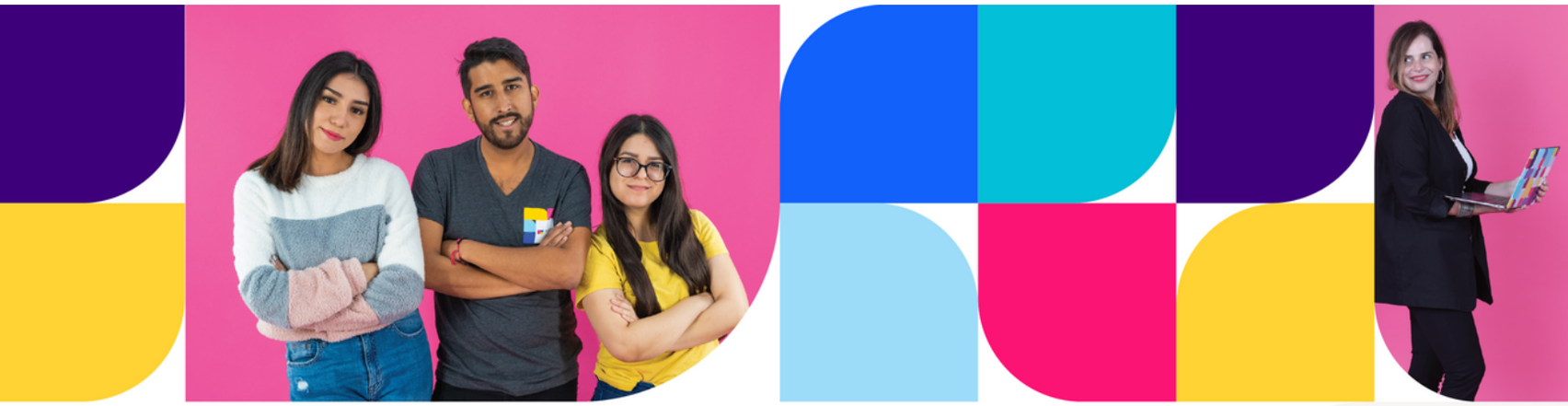
Hamed Yazdi is the Co-Founder and Head of Growth of Rideshare Mechanic, a mechanic that conducts virtual vehicle inspections over live video chat. Hamed's primary focus in the company is to expand its client base by establishing B2B partnerships across various industry verticals in the transportation space, including TNC, Peer 2 Peer, NEMT, Taxi, and others. Hamed lives with his wife and two boys in Superior, Colorado. He holds a bachelors in mechanical engineering and masters in engineering management from the University of Colorado at Boulder. His favorite hobbies include tennis, snowboarding, and camping.

Rui Zhong, Staff ML Data Scientist, Google

Rui Zhong is a ML Data Scientist with a track record of high-profile publications and patents. He has over a decade of experience from both academia and industry applying cutting-edge Machine Learning techniques to real-world problems spanning areas including Healthcare, Finance and Technology. He is currently working at Google as an Applied ML Scientist and works as a reviewer for scientific journals and books. He regularly speaks about ML and its applications at a series of conferences. His research and expertise covers Natural Language Processing, Deep Learning, Risk Management, and Personalized Therapeutics.

Katie Zigelman, Senior Vice President Sales & Solutions, Spectrum Labs

Katie Zigelman is the SVP of Sales & Solutions at Spectrum Labs, the leader in Natural Language Understanding AI content moderation in gaming, where she works with customers and prospects to make sure they have the resources they need to build safe, inclusive, and engaged communities. Katie has been working in technology at start up and large companies alike for a decade in various roles including Product Development, Project Management, Client Education and Technical Program Management.



TaskUs™

Enabling Compliance.
Reducing Risks.

Innovative solutions to protect users, sellers, merchants, and creators on your platform.

You + Us

Outsourcing Reimagined

BRP IS PROUD TO SPONSOR

The 2023 Marketplace Risk Management Conference



BRP is an award-winning, entrepreneur-led, and inspired insurance distribution holding company. **Our family of firms' best-in-class resources and diverse portfolio of services are innovating the industry by taking a holistic and tailored approach to insurance and risk management.**

Along with our partner brands, we specialize in emerging markets including the marketplace space. Our teams provide support to clients by building tailored and scalable insurance programs, backed by a tech-enabled, data-centric approach. **Our dedicated team provides professional and consultative services to ensure efficiency, and comprehensive risk management.**

Visit us at **baldwinriskpartners.com** to learn more!

AHT INSURANCE
A BALDWIN RISK PARTNER

Founder Shield
A BALDWIN RISK PARTNER

BRP

checkstep

Act on harmful content

Comply with online safety regulations and keep your community safe



contact@checkstep.com

Improve Driver Safety **with telematics**

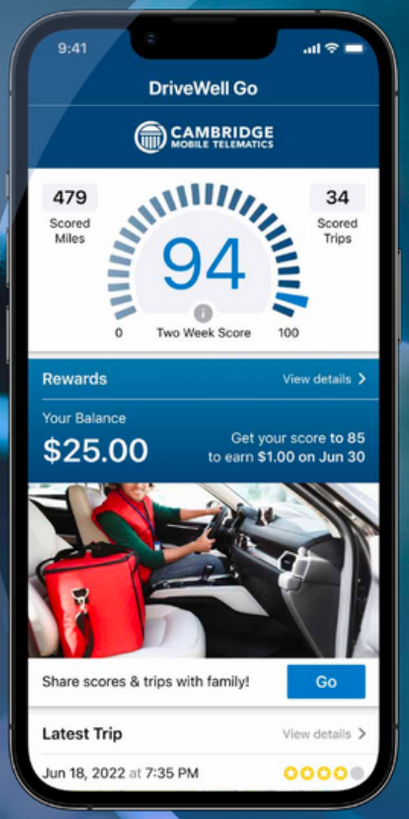
REDUCE DRIVER RISK, CLAIMS COSTS, & LIABILITY AND HELP THEM AFTER A CRASH

On-demand delivery and gig platforms face growing challenges: rising claims costs, legal liability, and regulatory pressure.

Protect your bottom line, brand reputation, and your drivers with telematics.

Learn more about the power of telematics at **CMT.ai**

CAMBRIDGE MOBILE TELEMATICS



Marketplace Risk.

www.marketplacerisk.com


Marketplace
Risk.
www.marketplacerisk.com