**Alan Shulman - aschulman@sapient.com**

2:55 - 3:25 PM

**The Evolution of the Creative Technologist - Sheldon Monteiro, Chief Technology Officer, SapientNitro**

The role of the creative technologist has come a long way. At the intersection of software development and creative interpretation, creative technologists have been the architects and brick-layers for amazing interactive work. Yet, the stakes for digital continue to evolve – interactive systems are now the face of sales, customer support and service.

People don’t know the distinguish between what’s awareness, engagement, transaction or retention content – brands must provide a seamless experience across those interaction states. Against this backdrop, the systems to serve all those interactions must be simple, beautiful, compelling, useful and usable. And they must be trustworthy, scalable and available.

Creative technologists are needed more than ever. But according to our next speaker, those skills must evolve.

To provide this provacative point of view on in his own terms, it is my great pleasure to introduce to you our next speaker.

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Sheldon Monteiro is Global Chief Technology Officer of SapientNitro. For nearly two decades, he has helped take Sapient from what was once a pure play technology consultancy and systems integrator to becoming one of the world’s leading agencies at the intersection of technology and brand storytelling - or Storyscaping as we call it. In this role, Sheldon leads all global technology capabilities, engineering programs, and global standards for Sapient . He is responsible for building the technical talent, innovation culture, processes and systems needed to consistently deliver groundbreaking work at global scale for SapientNitro’s clients. He is also the executive sponsor and co-lead of SapientNitro’s unique Chief Marketing Technology Officer University, a professional development program designed to develop senior leaders to innovate at the intersection of story and technology, while also taming scale and complexity in systems, organization and culture.

Everytime I attend a meeting, a JAD session, an analyst presentation or pitch with him, I learn something new.  Please join me in welcoming my friend and colleague, Sheldon Montiero.

3:30 - 4:15 PM

**Agency Innovation Labs -**

Moderator Mark Logan, SVP, Innovation, Barkley, John Running, EVP, Director of Innovation and Technology, Hill Holliday, Keith Johnston, Chief Operating Officer, T-3, Rick Gardinier, Chief Digital Officer, Brunner/BhiveLab, David Vogeleer, VP, ACD/Technology, The Martin Agency

***Last year’s description:***

Innovation Labs are popping up in agencies all over the country. Think tanks, maker spaces, incubators—the models vary widely. Labs have been launched at agencies large and small, integrated and digital, independent and networked. But do agency labs truly produce valuable innovation? Or are they merely showcases for shiny objects and prototypes that never reach scale? Should your agency start a lab? How much should be invested, and how will you demonstrate monetary return? Should it focus on thought leadership, experiments, prototypes, products or even launching startups? These questions and many more will be answered by the early movers in this space.  To answer these questions and more, let me introduce our panelists:

Moderator Mark Logan, SVP, Innovation, Barkley,

John Running, EVP, Director of Innovation and Technology, Hill Holliday,

Keith Johnston, Chief Operating Officer, T-3,

Rick Gardinier, Chief Digital Officer, Brunner/BhiveLab,

David Vogeleer, VP, ACD/Technology, The Martin Agency

4:15 - 4:30 PM

**BREAK - 20 minutes**