



## MEET THE #MRCVEGAS16 SPEAKERS



### Justin McDonald, The Fraud Practice

Justin McDonald is a Senior Risk Management Consultant with the Fraud Practice where he conducts data and business analysis for clients from a variety of industries across the globe in addition to leading the development and management of The Fraud Practice's professional training and certification programs. Since joining the Fraud Practice in 2010 Mr. McDonald has been called on to perform extensive analysis for clients on various consulting engagements, provided in-depth analysis for merchants as the manager of The Fraud Practice's Chargeback Monitoring Program, and has conducted detailed research; writing industry specific white papers, blog posts and prepared research documents during his tenure. He holds a M.Sc. in Applied Economics and B.Sc. in International Affairs and Economics from Florida State University, and is a certified eCommerce Fraud Professional.



### Tara Lavelle, CardinalCommerce

Tara Lavelle is a marketing executive with a unique blend of e-commerce, retail strategy and merchandising with a proven track record for driving sales goals through multi-channel platforms and experiences as well as propelling marketing strategies through capitalization of analytics and consumer insights. She is currently Vice President of Marketing at CardinalCommerce where she is responsible for showcasing Cardinal as the pioneer and global leader for digital commerce. She holds a MBA from Cleveland State and a BSBA from John Carroll University.

# #MRCVEGAS16 AGENDA AT-A-GLANCE

## MONDAY 7 MARCH - PRE-CONFERENCE DAY

ADDITIONAL FEE AND SEPARATE REGISTRATION REQUIRED

8:30am - 12:30pm

### Workshop - Fraud 101

Scott Adams, Riot Games  
Jamon Whitehead, Backcountry  
Carl Tucker, Cybersource

### Workshop - Payments 101

1:00pm - 5:00pm

### Mastercard Session

1:00pm - 5:00pm

### Workshop - Fraud 201

Mike Jagusiak, Paysafe  
Bob O'Neill, TrustVesta

### Workshop - Payments 201

Mark Cinquegrani &  
Cyndi Hoddinott, ACN

6:00pm - 8:00pm

### Platinum Party (MRC Members Only)

# TUESDAY 8 MARCH - MEMBERS ONLY PLATINUM DAY

7:30am - 9:00am

## Breakfast

8:00am - 8:45am

**A Basic Perspective of KPI's and Internal Dashboard Information**  
Chris Uriate, Vesta Corporation

**Building a Best in Class Fraud Prevention Team**  
Michael Graff & Dave Brown, eBay Enterprises

**Introduction to Fraud Analytics**  
Mohammed Naveed, Enova

**Managing Payments as a Strategic Asset**  
Rene Pelegero, Global Consulting Group

9:00am - 9:15am

## Opening Remarks

9:15am - 10:15am

**Capitalizing on the Consumer Segments: Driving Commerce and Payments Trends**  
*Michael Marx*

## Merchant Only Roundtables in These Categories:

10:30am - 12:00pm

*Physical Goods - Digital Fraud - Gaming - Travel & Airlines - Global Payments - Subscriptions*

12:00pm - 1:15pm

## Lunch

## Merchant Focus Group - ThreatMetrix

1:15pm - 2:00pm

## Plenary Session - Payment Survey Results

2:15pm - 3:00pm

**Crook or Customer?**  
Tom Mayall & Charlotte Kilbane, Envato

**Holiday Readiness: Not Just for Christmas Anymore**  
John Long and Rhonda Olney, Sears Holdings

**Payment Methods Around the World: Our Most Popular Research is Back with New Data**  
Shane Happach, WorldPay

**Friendly Fraud - The Growing Menace of the Digital, Consumable World**  
Jigar Mody, Microsoft

**Market Entry Into China**  
Suhil Srinivas & Karthik Raman, LinkedIn

3:15pm - 4:00pm

**Payments in Emerging Markets**  
Martin Schrimpf, PayU & Alejandro Hernandez, Blizzard Entertainment

**Brick by Brick: Building a Successful Fraud Program**  
Chance Bowlin, Petco Animal Supplies, Inc

**Mobile Payment Fraud Trends and Mitigations**  
Peter Martin, Google

**The Internet of Things: The New Superhighway for Fraud**  
Mike Braatz, ACI Worldwide

**Mitigating Online and Offline Fraud in a Hybrid Marketplace**  
Katie Krueger, Anita Dodia, & Kelly Barton, HomeAway

4:15pm - 5:00pm

**ID Theft: Be the Person You Always Wanted to Be**  
Amelia Childress & Melissa Sims, Square

**No Resources, No Problem**  
Jamon Whitehead, Backcountry Jim Houlihan

**Connected Payments Management**  
Jason Pavona, Pazien Gill Wells, Badoo Sam Anson, Microsoft Nick Fredrick, WCrapa

**Virtual Prepaid Cards - A Fraudster's Friend?**  
Jens Bader, Secure Trading

**Bridging the Information Gap - How to Reduce Fraud, Chargebacks and Increase Profits**

5:00pm - 7:00pm

## Welcome Reception

# WEDNESDAY 9 MARCH - GENERAL SESSIONS DAY 1

8:00am - 9:00am

Breakfast

9:00am - 9:15am

Opening Remarks

9:15am - 10:15am

Keynote from Marc Goodman Sponsored by PayU

10:15am - 11:00am

METAwards Presentations

11:15am - 12:00pm

**Why Your Rules Engine is No Longer Good Enough for Your Business**  
Michael Lankheim, Halograph  
Mark Walick & Andrei Kouznetsov, Google

**Navigating the Sea of Fraud Tools**  
Tom Donlea, Whitepages PRO  
Markus Bergthaler & Mike Spilchal, MRC

**State of the EU Union**  
Gabe McGloin, JP Morgan Chase  
Peter Bayley, Visa Europe

**It's a Bird, It's a Plane, No, It's a Fraud Trend**  
Judith Garita Rojas, HP, Inc

**Verifying French ID's: A Case Study in the Complex World of International ID Verification**  
Bill Spruill, Global Data Consortium

12:00pm - 1:15pm

Lunch

1:15pm - 2:00pm

**Machine Learning for Dummies**  
Randal Cox, Ripplshot

**The Future of Payments**  
Kevin Dallas, Worldpay

**Free to Play or Free to Fraud**  
Tina VanBrunt, Bigfish  
Andreas Holbrook, Microsoft  
Tim Tash, Blizzard

**Why and How Law Enforcement Should be a Part of Your Anti-Fraud Strategy**  
Brian Arnone, Universal Orlando Resort  
Melissa McBee-Anderson, FBI  
Stirling McBride, Microsoft

**Unlocking The Mysteries of European Compliance**  
Torsten Knörr and Daniela Hagen, cleverbridge

2:15pm - 3:00pm

**Punching Above Your Weight in Fraud**  
Mark Michelin, Accertify, Inc  
Bryan Whitney, Urban Outfitters

**Live Long and Prosper: Don't Let EMV and Card Breaches Affect Customer Renewals**  
Sunil Dixit, Vantiv

**Loyalty Fraud: It's Brand Protection, Not Just Loss Prevention**  
Angela Montoya, Experian  
Michael McDonnell, Connexions Loyalty  
Andrew Naumann, Visa

**An Update from the PCI Security Standards Council**  
Troy Leach, PCI Security Standards Council

**The New European Way to Pay - An Analysis of SEPA Direct Debit and its Risks**  
Franz Guttenberger, Omniga

3:15pm - 4:00pm

**Got Data, Have Scientists: Now What?**  
Nuno Sebastiao, Feedzai  
Trevor Nies, Microsoft  
Victoria Jamneshan

**Account Guardian: The Changing Role of Fraud Teams**  
Ryan Wilk, NuData Security

**The Specter of False Declines is Real: Understanding the True Impact of Rejecting Good Customers**  
Andy Freedman, Riskified

**Payments in EU**  
Judith Brendelberger, DeltaVista GmbH

4:15pm - 4:30pm

METAwards Award Presentations

4:30pm - 5:15pm

Keynote from Michael Casey

5:00pm - 7:00pm

Networking Party

# THURSDAY 10 MARCH - GENERAL SESSIONS DAY 2

8:30am - 9:30am

## Breakfast

9:30am - 10:15am

**From Fraudster 101 to Master Levels: Learn the Bad Guys' Playbook of Attacks**  
Bill Cohn, Vantiv

**Going Loco in Acapulco: Payments in Mexico**  
Oliver Rajic, Alpha Payments Cloud

**Into the Mind of a Fraudster**  
Orem Kedem, BioCatch

**Paying for the Ripple Effects of EMV and the Future of Payment Card Security**  
Rick Ricker, 3Delta Systems  
Ruston Miles, Bluefin

10:15am - 11:15am

## Exhibit Hall Only Hour

11:15am - 12:00pm

**Successful eCommerce in Brazil and LATAM**  
Phillipp Bock, allpago  
Rafael Lourenco, ClearSale

**Detecting Sleeper Cells Hiding in Your Online Service**  
Yinglian Xie, DataVisor

**Digital Wallet Adoption**  
James Ray, JP Morgan Chase

**Netflix and Chill**  
Carmen Honacker, ThreatMetrix  
Garrett Goff, Netflix

12:00pm - 1:15pm

## Lunch

1:15pm - 2:00pm

**Best Practices for Subscription Merchants**  
Roelant Prins, Adyen  
Luis Vargas, Netflix  
Moin Moinuddin, Dropbox  
Suhil Srinivas

**Always Look a Gift Card in the Mouth**  
Richard Barbieri, Etsy

**The Ever Changing Fraud Chargeback**  
Tim Hopkins, MasterCard

**You Can Run But You Can't Hide: Detecting Device Emulators**  
Mike Gross, Experian  
Julie Conroy, Alte

2:15pm - 3:00pm

**Fraud Management as a Revenue Driver**  
Aparna Nemana & Bharathi Ramavarjula, Facebook  
Jason Tan, SiftScience

**Can I Get Your Number? Why Phone Numbers Are Taking Over mCommerce**  
Sergi Isasi, TeleSign

**Low Latency Web Scale Fraud prevention with Apache Samza, Kafka and Friends**  
Edi Bice, eBay Enterprises

**Results of the 3rd Annual Survey on the Use of Consumer Authentication in eCommerce**  
Tara Lavelle, CardinalCommerce  
Justin McDonald, The Fraud Practice

3:15pm - 4:00pm

## Keynote from Caspar Berry

4:00pm - 4:30pm

## Closing Remarks

4:30pm - 6:00pm

## Closing Reception