

Business Ad

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11:00

Panel 1: Speeded C...  
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MODERATOR:

**Laura M. Sullivan**

Staff Attorney

Division of Advertising Practices, FTC

PANELISTS:

**Jon Carmen**

Senior Vice President of Operations

Adiant

**Tessa Gould**

Director of HuffPost Partner Studio

Huntington Post

**Todd R. Haskell**

Senior Vice President and Chief

Revenue Officer

Hearst Magazines Digital Media

Hearst Corporation

**Lisa LaCour**

Vice President of Global Marketing

Outbrain Inc.

**Chris Laird**

Marketing Director, Brand Operations

The Procter & Gamble Company

**Adam Ostrow**

Chief Strategy Officer

Mashable, Inc.

**Steve Rubel**

Executive Vice President and Chief

Content Strategist

Edelman

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12:30

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1:30

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**Bob Garfield**

Co-host of On the Media and

MediaPost columnist

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2:00

**Panel 2: Consumer Recourse**  
**National Advertising**

**and Undeclared**

**MODERATORS:**

**Michael Ostheimer**

Staff Attorney

Division of Advertising Practices, FTC

**PANELISTS:**

**Jamie Cole**

Creative Director

Red Barn Media Group

**Michelle De Mooy**

Senior Associate, National Practices

Consumer Action

**David J. Franklyn**

Professor, Director of the McCarthy

Institute for IP and Technology Law

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3:45

Panel 3: The Wall Street Journal  
Moderated by Rebecca Taft

MODERATORS:

**Mary K. Engle**

Associate Director  
Division of Advertising Practices, FTC

PANELISTS:

**Laura Brett**

Staff Attorney  
National Advertising Division of the  
Council of Better Business Bureaus

**Sid Holt**

Chief Executive  
American Society of Magazine Editors

**Amy Ralph Mudge**

Partner  
Venable LLP

**Jon Steinberg**

President and Chief Operating Officer  
BuzzFeed Inc.

**Robin Riddle**

Global Publisher of WSJ Custom  
Content Studios  
The Wall Street Journal

**Robert Weissman**

President  
Public Citizen

**Mike Zaneis**

Senior Vice President, Public Policy  
and General Counsel  
Interactive Advertising Bureau

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5:30

Chair: **Reena**

**Jessica Rich**

Director  
Bureau of Consumer Protection, FTC

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