



**Kinesso**

AGENDA:

# Kinesso Career & Networking Event

May 10-11, 2022

Kinesso and Matterkind bring the best minds in data, technology, and media activation together to create lifetime customer value across addressable media.

Join us on May 10 & 11 to learn about the different departments at Kinesso and Matterkind that are hiring, meet with our Talent Attraction team and network with business leaders.

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[DAY 1](#)

[DAY 2](#)





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# Kinesso Career & Networking Event

Day 1, May 10, 2022

**1:00 - 5:00 EST** Chat with Kinesso & Matterkind Recruiters

**1:00PM EST** Learn About Kinesso: How we bring Truth, Togetherness, and Trailblazing into our culture

SANDRA TARRANT SVP, TALENT ATTRACTION AND  
ALISSA ABRAMOVA SVP PEOPLE BUSINESS PARTNER

**2:00PM EST** Engineering: What to know and how to get hired

STEVEN BURLEIGH-SHEARD DIRECTOR, TALENT ATTRACTION AND  
TREY CONNELL SVP, IDENTITY ENGINEERING

**3:00PM EST** Programmatic/ Addressable Activation:  
Hear about Matterkind and who we hire

SANDEEP ISSAC DIRECTOR, TALENT ATTRACTION AND  
FARYN BROWN DIRECTOR, ADDRESSABLE ACTIVATION

**4:00PM EST** Global Marketplace: What to know and  
how to get hired

JOEL RAMOS MANAGER, TALENT ATTRACTION AND  
ELI ZAMORA VP, MARKETPLACE STRATEGY & ACTIVATION

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**Kinesso**

AGENDA:

# Kinesso Career & Networking Event

Day 2, May 11, 2022

- 1:00 - 5:00 EST** Chat with Kinesso & Matterkind Recruiters
- 1:00PM EST** Learn About Kinesso: How we bring DE&I into everything we do  
FEMI OLU-LAFE SVP, GLOBAL CULTURE & INCLUSION AND  
WENDI DUNLAP SVP, OUTCOME BASED PLANNING
- 2:00PM EST** Global Client Solutions & Services: What to know and how to get hired  
THANH LU ASSOCIATE DIRECTOR, TALENT ATTRACTION AND  
LIAM COPELAND EVP, GLOBAL CLIENT SOLUTIONS
- 3:00PM EST** Data Practice: What to know and how to get hired  
THANH LU ASSOCIATE DIRECTOR, TALENT ATTRACTION AND  
FRED LAM VP PLATFORM PRACTICE, AUDIENCE & IDENTITY
- 4:00PM EST** Internship and Leadership Development Programs: Let's kick-start your career  
SANDRA TARRANT SVP, TALENT ATTRACTION AND  
SHARON CHIEN ASSOCIATE DIRECTOR, PEOPLE BUSINESS PARTNER

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[DAY 2](#)



# Kinesso

## WHO SHOULD ATTEND:

1. You work in adtech/martech, programmatic advertising, or marketing science
2. You're passionate about helping marketers make better and smarter decisions using data and technology
3. You are looking for an innovative company that is highly focused on its people
4. You want to work for a company that is both social and digitally responsible

## 5 REASONS WHY YOU SHOULD ATTEND:

1. Learn about potential career opportunities within adtech/martech, marketing science, or programmatic /addressable
2. Learn how to you can find meaningful work that compliments your passion at Kinesso and Matterkind
3. Network with business leaders who are working at the forefront of marketing solutions
4. Learn what hiring managers look for at Kinesso and Matterkind
5. Learn how we create a culture of diversity and inclusion

## ABOUT US:

We are focused on creating data-driven solutions, products, and services that help marketers amplify the impact of traditional and addressable media, making their marketing smarter, faster, and more efficient. As part of Kinesso, Matterkind is at the forefront of addressable media and cross-channel advertising, leveraging data and technology on behalf of our clients and driving positive business outcomes through conscious marketing. Together, Kinesso and Matterkind bridge the martech and adtech gap and maximize media performance.

Within IPG, we have the benefit of being a startup in a globally award-winning holding company—the best of both worlds. We are looking for like-minded individuals who embody our values of truth, togetherness, and trailblazing.