



JULY 12, 2019 | MIT MEDIA LAB, 75 AMHERST STREET, CAMBRIDGE, MA  
HOSTED BY THE MIT INITIATIVE ON THE DIGITAL ECONOMY

#MITPLATFORMS

Today's event gathers a global community of executives to explore the economics and management of platform-centered markets and discuss their implications for managers, industry, and governmental policy.

## AGENDA

- 8:00 a.m. Breakfast and Registration**
- 8:45 a.m. Call to Order and Welcome**  
Erik Brynjolfsson, *MIT IDE Director*  
Christie Ko, *MIT IDE Associate Director (EMCEE)*  
David Verrill, *MIT IDE Executive Director (EMCEE)*
- 9:00 a.m. 2019 Platform Review and Forecast**  
Peter C. Evans, *Principal, KPMG, (Summit Co-Chair)*  
Geoffrey Parker, *Professor, Dartmouth and MIT IDE Digital Fellow (Summit Co-Chair)*  
Marshall Van Alstyne, *Professor, Boston University (Summit Co-Chair)*
- 9:45 a.m. Fireside Chat**  
Jes Staley, *Group Chief Executive Officer, Barclays*  
Geoffrey Parker, *Professor, Dartmouth and MIT IDE Digital Fellow (Summit Co-Chair)*
- 10:15 a.m. Coffee Break**
- 10:45 a.m. Security Implications of Open Platforms**  
Edna Conway, *Chief Security Officer Global Value Chain, Cisco Systems, Inc.*  
Jennifer Bisceglie, *President & CEO, Interos Inc.*  
Christopher Krebs, *Director, Department of Homeland Security's Cybersecurity and Infrastructure Security Agency (CISA)*  
Karl Wagner, *Founder and CEO, Eastern Sky Technologies*
- 11:30 a.m. 5G Platform Business Models**  
Alex Holt, *Global Head of Media & Telecom, KPMG International*  
Quinn Bottum, *Co-Founder and CTO, Swoop Search*  
Terry Halvorsen, *CIO / EVP, IT & Mobile Communication B2G Business, Samsung Electronics Co., Ltd*  
Nicola (Nicki) Palmer, *Senior VP of Technology & Product Development, Verizon*  
Colonel Randolph S. Wardle, *Division Chief, Network Strategy and Plans (NSP) for the Chief Information Officer (CIO)/G-6, Headquarters, Department of the Army*

TO LEARN MORE ABOUT THE IDE, INCLUDING CORPORATE MEMBERSHIP AND UPCOMING EVENTS, [VISIT IDE.MIT.EDU](https://ide.mit.edu).



- 12:15 p.m.**      **Networking Lunch**
- 1:30 p.m.**      **MIT Inclusive Innovation Challenge Update**  
*Devin Cook, Executive Producer, MIT Inclusive Innovation Challenge*
- 1:40 p.m.**      **China and Workforce Platforms**  
*Meng Ye, Chief Technology Officer, ZBJ Network Corp*  
*Marshall Van Alstyne, Professor, Boston University (Summit Co-Chair)*
- 2:10 p.m.**      **Keynote**  
*Dirk Didascalou, Vice President, Amazon Web Services, Amazon*
- 2:40 p.m.**      **Coffee Break**
- 3:00 p.m.**      **The “Platformification” of Incumbents**  
*Siamak Baharloo, CEO and Co-Founder, Labviva*  
*Jon Fahrner, Head of Marketplace, Albertsons Companies*  
*Adrien Nussenbaum, CEO and Co-Founder, Mirakl Inc.*  
*Peter C. Evans, Principal, KPMG, (Summit Co-Chair)*
- 3:45 p.m.**      **Fireside Chat**  
*Elliot Schrage, Vice President of Special Projects, Facebook*  
*Michael Schrage, Visiting Fellow, MIT*  
*Marshall Van Alstyne, Professor, Boston University (Summit Co-Chair)*
- 4:15 p.m.**      **Fireside Chat**  
*Lorrie Norrington, Former President eBay, Operating Partner Lead Edge Capital*  
*Andrew McAfee, MIT IDE Co-Director*
- 4:45 p.m.**      **Closing Remarks**
- 5:00 p.m.**      **Reception**
- 6:30 p.m.**      **Adjourn**

## WHAT'S NEXT

**November 1-2, 2019**

Conference on Digital  
Experimentation (CODE)

**November 21-22, 2019**

MIT AI and the Work of the  
Future Congress | MIT IIC Global  
Grand Prize Gala