

Speaker Bios

A CMO'S GUIDE TO AI

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Wes Nichols

**Former Cofounder, CEO
MarketShare**

Wes Nichols is a serial technology entrepreneur, investor and independent board director, as well as a Board Partner at Upfront Ventures, advising companies on digital transformation, predictive analytics, and AI/machine learning, as well as the author of Harvard Business Review cover story "Analytics 2.0".

Prior to becoming an investor, Nichols was Chief Strategy Officer at Neustar (NYSE: NSR), taken private in \$2.9 billion acquisition by Golden Gate. A year earlier, Neustar acquired his company, MarketShare, where he was co-founder and CEO. MarketShare created and grew the company to be the world's largest software solution for planning and attribution analytics of marketing, deploying by the CMOs of over half the Fortune 100.

Prior to that he was the President, CEO of TBWA's digital business at Omnicom Group (NYSE: OMC), following its acquisition of Direct Partners, which Nichols founded and led as CEO. He currently serves in Board of Director roles for TrueCar (NASDAQ: TRUE), Persado, Urban Airship and GumGum, and is a Strategic Advisor to the leadership of SNAP (NYSE: SNAP) and Capital One (NYSE: COF).

He holds a BA in Psychology from Randolph-Macon College, where he is on the Board of Trustees, and an MA from The Johns Hopkins University. Nichols is 2016 winner of EY Entrepreneur of the Year Award.