

# CONFERENCE OVERVIEW

MONDAY • JUNE 16

## GENERAL INFORMATION

TIME	LOCATION	SERVICE
7:30AM–7:00PM	Level 1	<b>Registration</b>
7:30AM–7:00PM	Developer Lounge	<b>Information Desk</b>

## SESSIONS AND EVENTS

TIME	TRACK	LOCATION	SESSION	SPEAKER
8:00–9:30AM		W-375E	<b>Breakfast</b>	
9:30–11:00AM		W-375E	<b>Keynote</b>	<b>RAJIV DUTTA</b> , President, eBay Marketplaces <b>MAX MANCINI</b> , Senior Director of Platform & Disruptive Innovation, eBay <b>ADAM GROSS</b> , VP of Platform & Developer Marketing, Salesforce.com
11:30AM–12:20PM	2	W-178A	eBay Product Roadmap	<b>ADAM TRACHTENBERG</b> , Director of Product Management, Platform & Services, eBay
	4	W-178B	Anatomy of a Killer App: Dissecting the Process & Underlying Methodology of Successful App Creation	<b>GREG CASEY</b> , User Experience Designer, EffectiveUI
	3	W-179A	eBay/PayPal Check Out	<b>PABLO BARROS</b> , Director of Software Architect, Infopia, Inc.
	1	W-179B	Growing Virally—Your Company's Brand Spreads Like the Plague	<b>ROBERT KEANE</b> , President/CEO, VistaPrint
	2	W-180	Getting Started with eBay Web Services	<b>JOHN DARROW</b> , API Services & Tools, eBay
	2	W-181A	New Innovative Research Applications	<b>ANDREW E.R. SUKOW</b> , Co-Founder, CTO, Advanced Economic Research Systems Inc.
12:30–1:30PM		W-375E	<b>Lunch &amp; Platform Updates</b>	<b>GLENN LIM</b> , GM Alliances & Developer Services, PayPal <b>MIKE MILLER</b> , Senior Manager, Business Development—ProStores, eBay <b>PEETER MÖTSKÜLA</b> , Head of the Developer Program, Skype
1:30–2:20PM	3	W-178A	What's New with the PayPal Developer Program	<b>DAMON WILLIAMS</b> , Senior Manager, Developer Program, PayPal
	3	W-178B	Developing for ProStores—Solutions for Multi-Channel Sellers	<b>MIKE MILLER</b> , Senior Manager, Business Development—ProStores, eBay
	4	W-179A	Web 2.0: Lies, Mystery & Opportunity	<b>ROLF SKYBERG</b> , Disruptive Innovator, eBay
	2	W-179B	Real-Time Information Using eBay Client Alerts	<b>FARHANG KASSAEI</b> , Principal Technical Architect, eBay
	4	W-180	The Future of Securing the eBay Marketplace	<b>LIAM LYNCH</b> , Senior Director, Chief Security Strategist, eBay
	2	W-181A	Saving Time Using the Tools & Reports on the eBay Developer Zone	<b>DAVID LUHMAN</b> , Senior Engineer, Developer Technical Support, eBay
2:30–3:20PM	3	W-178A	Think Shipping: Parsing the Phases of Shipping & Integrating it into the eBay e-Commerce Sales Flow	<b>RAFAEL ZIMBEROFF</b> , Product Manager, Z-Firm LLC
	4	W-178B	Inside the Black Box—PayPal's Deployment Architecture	<b>JEFF MEYER</b> , Distinguished Architect, PayPal
	2	W-179A	Monetizing Publisher Traffic with Shopping.com	<b>WENS GERDYMAN</b> , Group Product Manager, Shopping.com
	3	W-179B	Merchant Reporting	<b>RAJIVE GUPTA</b> , Domain Technical Lead, PayPal <b>NARESH GUPTA</b> , Senior Manager, Merchant Services, PayPal
	2	W-181A	Skype Developer Program Roadmap	<b>PEETER MÖTSKÜLA</b> , Head of the Developer Program, Skype
2:30–4:20PM	2	W-180	Finding the eBay Information You Need Fast (includes Hands-On Lab Session)	<b>XIN HAN</b> , Senior Software Engineer, eBay
3:30–4:20PM	3	W-178A	PayPal Certified Developer Bootcamp	<b>DAMON WILLIAMS</b> , Senior Manager, Developer Program, PayPal
	4	W-178B	Technical Integration of Shopping.com API	<b>PAUL PANTERA</b> , Senior Software Engineer, Shopping.com
	4	W-179A	An Overview of the Adobe Technology Platform	<b>ADAM LEHMAN</b> , Platform Evangelist, Adobe Systems Inc.
	3	W-179B	New PayPal Integration Tools for Developers	<b>SRINI PASUPULATI</b> , Principal Integration Engineer, PayPal <b>AMISH PATEL</b> , Senior Integration Engineer, PayPal
	4	W-181A	Shave the Yak or Build Your App? Rapidly Prototyping Your eBay Application	<b>BRAD HINTZE</b> , Director of Product Marketing, BungeeLabs
4:30–6:30PM		Developer Lounge	<b>Beer Bash, Partner Pavilion</b>	

# CONFERENCE OVERVIEW

TUESDAY • JUNE 17

## GENERAL INFORMATION

TIME	LOCATION	SERVICE
8:00AM–6:00PM	Level 1	Registration
8:00AM–6:00PM	Developer Lounge	Information Desk
8:00–9:00AM	Developer Lounge	1:1 Technical Sessions

## SESSIONS AND EVENTS

TIME	TRACK	LOCATION	SESSION	SPEAKER
8:00–9:00AM		W-375E	<b>Breakfast</b>	
9:00–9:50AM	1	W-178A	Branding & Marketing for eBay Developers	<b>DEBBIE LEVITT</b> , CEO, As Was
	4	W-178B	Social Commerce 101: Don't Sell Dish Soap at the Local Bar	<b>TRISHA OKUBO</b> , Disruptive Innovator, eBay
	3	W-179A	PayPal Technology Roadmap & Panel Discussion	MODERATOR: <b>MATTHEW MENERINK</b> PANELISTS: <b>OSAMA BEDIER, GLENN LIM, DICKSON CHU</b>
	3	W-179B	Designing Effective ProStores Storefronts	<b>SARAH JOHNSON</b> , Platinum Team Web Developer & ProStores Certified Designer, SolidCactus
	2	W-180	Monetize Your App	<b>JON GABBAI</b> , Solutions Manager, eBay <b>CIAN WEERESINGHE</b> , Internet Marketing Manager, Affiliates, eBay
	3	W-181A	eBay Roadmap for User-Generated Content	<b>SAM DAOUD</b> , Senior Product Manager, Trust & Safety, eBay
10:00–10:50AM	1	W-178A	It's All About the Money	<b>JASON KOROSEC</b> , GM, Developer Platform, Product Management, PayPal
	3	W-178B	Building a Scalable System to Leverage the eBay API	<b>MARK HOFFMAN</b> , Chief Technical Officer, AutoRevo
	3	W-179A	eBay Platform Roadmap & Panel Discussion	MODERATOR: <b>ADAM TRACHTENBERG</b> PANELISTS: <b>MAX MANCINI, SAM DAOUD, TINA MAZZEI</b>
	1	W-179B	Skype & the Routes to Market for Partners	<b>ANTOINE BERTOUT</b> , Partners Relation Manager, Skype
	4	W-180	Building Rich Internet Applications on the Desktop with Adobe AIR	<b>ADAM LEHMAN</b> , Platform Evangelist, Adobe Systems Inc.
	2	W-181A	The Top 10 Common Pitfalls for New eBay Developers	<b>REKHA PATEL</b> , Staff Engineer, Developer Technical Support, eBay
11:00–11:50AM	4	W-178A	Information Security	<b>MICHAEL BARRETT</b> , Chief Information Security Officer, PayPal
	4	W-178B	The View from the Couch of the Future in Digital Living Room	<b>CHRISTOPH BUENGER</b> , CEO & Founder, Scendix Software
	3	W-179A	Feedback Forum: eBay Selling API	MODERATOR: <b>AARON DAAR</b> PANELISTS: <b>AJAY AGRAWAL, NATE ETTER, DINESH LATHI, LAURA DELLA TORRE</b>
	1	W-179B	eBay's Micro Project Program: Be a Part of It	<b>MEGAN LACY</b> , Innovation Program Manager, eBay
	2	W-180	Search Engine Optimization (SEO)	<b>JOHN CORONELLA</b> , Internet Marketing Consultant, OnlineMarketer.com
	3	W-181A	Taking the Most Advantage of PayPal Payment Review	<b>MARSHALL SMITH</b> , International Product Development Manager, ChannelAdvisor Corp.
12:00–1:15PM		W-375E	<b>Lunch</b>	
1:30–2:20PM	4	W-178A	Web 2.0: Lies, Mystery & Opportunity (repeat)	<b>ROLF SKYBERG</b> , Disruptive Innovator, eBay
	1	W-178B	Partner Case Studies: Hosted by Skype	<b>BEN LILIENTHAL</b> , CEO, Vapps <b>CHRISTOPH BUENGER</b> , CTO & Founder, PamConsult GmbH
	2	W-179A	Feedback Forum: eBay Partner Network & Its Future	MODERATOR: <b>WILL MARTIN-GILL</b> PANELISTS: <b>JARROD SCHWARZ, SUNNI LI, JOHN CORONELLA</b>
	1	W-179B	How to Win More Business from eBay's Best Buyers	<b>JEFF RESNICK</b> , Senior Manager, Market Research, eBay <b>KELLIE COBAUGH</b> , Senior Manager, Market Research, eBay
	4	W-180	Using the eBay Accelerator Toolkit for PHP, PHP5 Editions	<b>CARSTEN HARNISCH</b> , CEO, InTradeSys Limited
	3	W-181A	Fighting Online Fraud	<b>RYAN D'SILVA</b> , Senior Product Manager, PayPal
2:30–4:00PM		W-375E	<b>Keynote</b>	<b>MIKE SHAVER</b> , Director of Ecosystem Development, Mozilla <b>TONY HSIEH</b> , CEO, Zappos <b>RAJIV DUTTA</b> , President, eBay Marketplaces <b>JOHN DONAHOE</b> , President and CEO, eBay
4:00–6:00PM		Developer Lounge	<b>Partner Pavilion, 1:1 Technical Sessions, PayPal Guru Lounge</b>	

# CONFERENCE OVERVIEW

WEDNESDAY • JUNE 18

## GENERAL INFORMATION

TIME	LOCATION	SERVICE
8:00AM–12:00PM	Level 1	Registration
8:00AM–12:00PM	Developer Lounge	Information Desk

## SESSIONS AND EVENTS

TIME	TRACK	LOCATION	SESSION	SPEAKER
8:00–9:30AM		Developer Lounge	<b>Networking Breakfast</b>	
8:00AM–12:00PM		Developer Lounge	<b>Partner Pavilion, PayPal Guru Lounge</b>	
8:00AM–2:00PM		W-184CD	<b>PayPal Certification</b>	
9:30–11:30AM		Developer Lounge	<b>1:1 Technical Sessions</b>	
9:30–10:20AM	3	W-178A	🔄 What's New with the PayPal Developer Program (repeat)	<b>DAMON WILLIAMS</b> , Senior Manager, Developer Program, PayPal
	4	W-178B	◆ Building Scalable & Robust Applications using eBay Web Services	<b>BHAVEN AVALANI</b> , Senior Software Manager, eBay <b>RON MURPHY</b> , Principal Engineer & Lead Developer, SOA Initiative, eBay
	2	W-179A	🔄 eBay Product Roadmap (repeat)	<b>ADAM TRACHTENBERG</b> , Director of Product Management, Platform & Services, eBay
	4	W-179B	● Delivering Immersive Shopping Experiences to Buyers	<b>GUEST SPEAKER</b> , eBay
	3	W-180	🔄 Feedback Forum: eBay & PayPal Trust & Safety	MODERATOR: <b>JOHN CANFIELD</b> PANELISTS: <b>LIAM LYNCH, MICHAEL BARRETT, AMJAD HANIF</b>
10:30–11:20AM	2	W-178A	■ Mining For Success — e-Commerce Data That Matters	<b>JARROD SCHWARZ</b> , Internet Marketing Manager, eBay <b>SUNNY LI</b> , Merchandising Product Manager, eBay
	4	W-178B	■ Force.com & eBay—Building Apps in the Cloud	<b>DAVE CARROLL</b> , Principal Developer Evangelist, Salesforce.com
	3	W-179A	■ PayPal Platform: The Next Generation	<b>DAMON HOUGLAND</b> , Senior Director, PayPal Platform, PayPal
	3	W-179B	■ ◆ Expanding Your Reach Beyond the U.S.	<b>GRANT KING</b> , Manager, Systems Development, ChannelAdvisor Corp.
	3	W-180	◆ Feedback Forum: Echo	MODERATOR: <b>MAX MANCINI</b> PANELISTS: <b>FARHANG KASSAEI, GUI BASTOS, TINA MAZZEI</b>
	3	W-180	◆ Feedback Forum: Echo	MODERATOR: <b>MAX MANCINI</b> PANELISTS: <b>FARHANG KASSAEI, GUI BASTOS, TINA MAZZEI</b>
11:30AM–12:20PM	3	W-178A	◆ PayPal Integration Strategies	<b>CHAD HOFFMAN</b> , Technical Integration Manager, PayPal <b>KURT KELLBERG</b> , Integration Engineer, PayPal
	2	W-178B	■ Rich User Experience for Sensory Overload	<b>ANAND GANGADHARAN</b> , Product Manager, eBay
	3	W-179A	■ ◆ Multiple Account Management	<b>RAJEN DAMANI</b> , Staff Software Engineer, PayPal <b>SOUVIK DAS</b> , Senior Manager, Software Development, PayPal
	1	W-179B	💰 🔄 Branding & Marketing for eBay Developers (repeat)	<b>DEBBIE LEVITT</b> , CEO, As Was
	2	W-180	🔄 Feedback Forum: eBay Searching & Buying API	MODERATOR: <b>RON MURPHY</b> PANELISTS: <b>BHAVEN AVALANI, GANGA MUTHYALA, REKHA PATEL</b>

- Track 1 Business and Entrepreneurship
- Track 2 Affiliates and Buyer Tools
- Track 3 Seller, Merchant, and Payment
- Track 4 Web 2.0 and Web Development

- Beginner
- Intermediate
- ◆ Advanced
- 🔄 All
- 💰 Business-Focus Class

