

Speakers



Dick Costolo
Chief Executive Officer

Dick is responsible for the growth and management of the global business. Since he became CEO in 2010, the global active user base has quadrupled to 284 million monthly active users; the company has tripled in size, and has opened offices around the world. Under Dick's leadership, Twitter introduced Promoted Tweets (contextual ads based on user interests displayed in Tweets) to increase revenue. Besides its growing effectiveness as a business, Twitter is today renowned as a real-time platform that enables people and organizations to publicly share brief messages instantly around the world, a vital tool in an increasingly global society. Dick joined Twitter in 2009 as COO, responsible for monetization and day-to-day operations. Previously, he was co-founder and CEO of FeedBurner, a digital content syndication platform acquired by Google. Earlier, Dick founded two digital media companies: SpyOnIt, a web page monitoring service, and Burning Door Networked Media, a web design and development consulting company. He was also an improv performer with the acclaimed Annoyance Theater. He graduated from the University of Michigan with a B.S. in Computer Science and has been recognized by UM with an honorary Doctor of Laws degree. He is @dicck on Twitter.



Anthony Noto
Chief Financial Officer

Anthony serves as Chief Financial Officer of Twitter, Inc., leading the company's financial operations as well as Corporate Development and Strategy. Prior to joining Twitter in July 2014, he served as a Managing Director in the Technology, Media and Telecom Investment Banking Group at Goldman, Sachs & Co. from 2010 to 2014. He was also Co-Head of Goldman Sachs' Technology, Media and Telecom Investment Banking group from 2011 to 2014. From 2008 to 2010, Anthony was CFO of the National Football League. From 1999-2007, he served in various roles at Goldman Sachs, including as the Internet and Media Equity Research Analyst and the head of the Communication, Media and Entertainment Equity Research Team. Anthony holds a B.S. in Mechanical Engineering from the United States Military Academy and a M.B.A. from the Wharton School of the University of Pennsylvania. He is @anthonymoto on Twitter.



Adam Bain
President, Global Revenue and Partnerships

Adam leads Twitter's worldwide monetization efforts, overseeing 1,000+ employees in 40 countries. He also leads the global partnerships organization for distribution and new product development with mobile carriers, mobile and TV OEMs, cable MSOs, mobile platforms, app stores, consoles, browsers, and wearables companies. He is responsible for strategic relationships with companies including Apple, Google, Samsung, Microsoft and Comcast. He also oversees the developer and platform relations organizations, which partner with ecosystem companies on syndication, data products, developer tools and revenue products. Prior to joining Twitter in 2010, Adam was President of the Fox Audience Network, where he oversaw one of the web's largest advertising platforms and earlier, he served as Fox Interactive Media's original CTO, helping to spearhead \$1.5B in technology acquisitions. He began his career with News Corp. running the technology and product divisions at FOX Sports Interactive, and served in several roles in the online news industry, e.g. Los Angeles Times Interactive and Cleveland.com. In September 2012, Adam was listed as #1 in "AdWeek's 50" ranking. He serves on the board of the Ad Council and is a member of their Executive Committee. He is @adambain on Twitter.



Kate Jhaveri
Senior Director, Consumer Marketing

Kate is responsible for leading Twitter's consumer marketing strategy and initiatives. She joined Twitter from Facebook, where she oversaw consumer branding programs and mobile product and partner marketing, as well as emerging markets. Earlier, she was the director of consumer & online marketing at Microsoft. She has also worked in marketing roles at Apple, Dell and AT Kearny. Kate is a member of the Planned Parenthood Federation of America's board of directors. She earned a B.A. in English and Spanish from College of the Holy Cross in Boston, and an M.B.A. from Tuck School Business at Dartmouth. She is @taneyhill on Twitter.



Chris Moody
Vice President, Data Strategy

As VP of data strategy, Chris is responsible for ensuring that the value of Twitter's data is realized across the entire ecosystem of developers, partners and customers. He was previously CEO of Gnip, the world's largest and most trusted provider of social data, which was acquired by Twitter in 2014. Earlier, he served as president of Aquent on Demand, a leading provider of technology solutions for creative and marketing organizations. Chris earned a B.S. in Electrical Engineering from Auburn University. He is @chrismoodycom on Twitter.



Trevor O'Brien
Director, Product Management

Trevor is responsible for the features that shape how people experience Twitter, including the home timeline, search and personalized recommendations. Prior to joining Twitter in 2013, he was a product manager at Google, where he led the YouTube search and discovery teams. Previously, he worked on Google's video advertising products including AdSense for television. Trevor earned a Bachelor's degree in Mathematics and Computer Science from The College of the Holy Cross, and a Master's Degree in Computer Science from Brown University. He is @tmobrien on Twitter.



Christian Oestlien
Vice President, Product

Christian leads product management for Twitter, where his team focuses on strategic long-term growth initiatives. Previously, he was a product management director at Google, where he led the product teams responsible for the display advertising business in AdWords, as well as the revenue products for Google+ and Gmail. Earlier, he worked in product management at Yahoo!, Inc. Christian earned a B.A. in Economics and International Relations from Claremont McKenna College and an M.B.A. in Technology, Marketing and Entrepreneurship from the University of California, Berkeley. He is @christianism on Twitter.



Alex Roetter
Vice President, Engineering

Alex is responsible for the global engineering team at Twitter, including core Twitter services, software infrastructure and operations. Prior to joining Twitter in 2010, he was director of engineering at the Laufer Wind Group, developing radar technology for renewable energy applications. Earlier, he spent seven years at Google as a software engineer and technical lead, on the founding team for AdSense and later for a variety of systems and ads quality projects. Alex holds a BS with Honors and MS in Computer Science from Stanford University. His Twitter handle is @aroetter.



Jeff Seibert
Director, Fabric

As the Director of Fabric, Jeff oversees Twitter's mobile developer tools. Previously, he was the founder and CEO of Crashlytics, an award-winning crash analysis service for iOS and Android apps acquired by Twitter. Prior to that, Jeff co-founded Incredio, a cloud storage and document sharing solution which was acquired by Box. Jeff earned a B.S. in Computer Science from Stanford University and was selected as a Mayfield Fellow. He is a frequent speaker on entrepreneurship and technical topics, and has lectured at Stanford, Harvard and MIT. He is @jeffseibert on Twitter.



Katie Stanton
Vice President, Global Media

Katie Jacobs Stanton is Vice President for Global Media at Twitter, responsible for media partnerships across the world and across strategic verticals including news, television, sports, music. Previously at Twitter, Katie ran the International Market Development team, which established key partnerships and Twitter offices including in the UK, Germany, Japan, Brazil, Australia and India, among others. Earlier, Katie worked at the White House, State Department, at Google and at Yahoo!. She has lived in 8 countries and travelled to more than 40 countries. She is a graduate of Rhodes College and received her Masters Degree from Columbia University's School of International and Public Affairs (SIPA). She is @KatieS on Twitter.



Gabriel Stricker
Chief Communications Officer

Gabriel leads Twitter's consumer and corporate marketing, global media and global public relations efforts. Prior to joining Twitter in 2012, Gabriel was Director of Global Communications and Public Affairs for search and consumer products at Google. He refined his expertise in strategic communications through his work in the electoral arena, having played a key role on campaigns for political and governmental clients around the world. Gabriel received his undergraduate degree from the University of California at Berkeley and his master's degree in International Affairs from Columbia University. He is the author of the bestselling book on guerrilla marketing, Mao In the Boardroom, published by St. Martin's Press. He is @gabrielstricker on Twitter.



April Underwood
Director, Product Management

April leads our product strategy focused on harnessing the power of Twitter's data through a diverse ecosystem of partners and developers. Previously, she led product management, product marketing, and business development teams at Twitter, focusing on advertising products and Twitter's API (developer platform). Prior to joining Twitter, she held product roles at Weatherbill (Climate Corp), Google and Travelocity, and was a software engineer at Travelocity and Intel. April holds a BBA in Business Honors and MIS from the University of Texas at Austin and an MBA from the University of California at Berkeley (Haas). She is @aunder on Twitter.



Kevin Weil
Vice President, Product

Kevin is responsible for product development and design at Twitter. Between 2010 and 2014, he led product development for Twitter's advertising platform, as well as the acquisition of MoPub and the development of Fabric, Twitter's mobile services strategy. Previously, he led the Twitter analytics team, where he was an early evangelist of and contributor to the open-source Hadoop ecosystem. Before joining Twitter in 2009, he was the first employee at web media startup Cooliris, working in user growth and analytics. He also worked at municipal wireless network provider Tropos Networks, Microsoft Research, and, in a past life, as a physics Ph.D. student, at the Stanford Linear Accelerator Center. Kevin graduated summa cum laude from Harvard University with a B.A. in Mathematics and Physics, and holds an M.S. in Physics from Stanford. He is @kevinweil on Twitter.

Agenda

Welcome Remarks <i>Anthony Noto</i>	9:00AM
Introductory Remarks <i>Dick Costolo</i>	9:05AM
Corporate Strategy and Priorities <i>Anthony Noto</i>	9:25AM
Consumer Products <i>Kevin Weil, Trevor O'Brien, Christian Oestlien</i>	9:55AM
Coffee Break	11:00AM
Communications, Media Partnerships and Consumer Marketing <i>Gabriel Stricker, Katie Stanton, Kate Jhaveri</i>	11:15AM
Q&A Session	11:45AM
Lunch	12:15PM
Fabric <i>Jeff Seibert</i>	12:45PM
Syndication Partnerships <i>April Underwood</i>	1:15PM
Revenue Products <i>Kevin Weil</i>	1:30PM
Advertising Business <i>Adam Bain</i>	2:00PM
Data Business <i>Chris Moody</i>	2:30PM
Q&A Session	2:45PM
Coffee Break	3:15PM
Financial Overview <i>Anthony Noto</i>	3:30PM
Q&A Session	4:00PM
Cocktail Reception	4:45PM

*Demo Stations Available
During Cocktail Hour*

Twitter SMB	DRIVING RESULTS FOR SMALL BUSINESS
Insights	THE POWER OF TWITTER DATA
Fabric	THE EASIEST WAY TO BUILD THE BEST APPS

#TWTRAnalystDay