

## AI & ML

### Personalized or Private: What Do Modern Consumers Really Want and How Do you Deliver It to Them?

#### Roundtable Summary

90% of consumers expect organizations to know their interests and anticipate their needs, and 71% feel frustrated when the experience is impersonal. Yet, they are taking active steps to prevent the collection and use of data to make it personal, whether it be through incognito browsers (up 50%) or ad blockers (up 37%), or the support of legislation and product choices with privacy-oriented vendors (Apple). Complicating matters further, the path to purchase looks more like a bowl of spaghetti than ever, with technologies providing infinite routes to closing the sale. This puts a new burden on both the marketers and the technology enabling them.

This roundtable will discuss frameworks to resolve the privacy vs. personalized struggle that all modern marketers face and the technical requirements to meet consumers' expectations in a complex and ever-evolving path to purchase.

#### RoundTable Objectives

- Identify the cause of this apparent paradox
- Establish guidelines to frame the trade-off
- Discuss decision frameworks/approaches
- Share examples of where companies have done well and where they failed
- Address the new requirements for the underlying technology

#### Key Question to Address

- What drives each side (desire for privacy and personalization)?
- How do companies gain consumers' trust?
- Which companies have balanced this well?
- What are examples where companies have lost consumers' trust?
- Is end-to-end encryption the solution?

#### Who should attend

- CIOs
- CMOs
- Privacy Advocates
- Marketers
- Data Scientists

#### Roundtable Chairs



**Vincent Yates**  
Chief Data Scientist  
Credera  
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**Phil Lockhart**  
Chief Digital Officer /  
Partner, Credera, USA  
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Vincent is the Chief Data Scientist and a Partner at Credera, where he runs Data and Analytics and spends his time transforming F500 organizations through data from strategy to implementation by leveraging his deep experience at some of the top data companies in the world. He joined from his previous role as Chief Data Scientist for GE Digital, where his team was focused on leveraging Industrial IoT to reduce costs, increase revenue and reduce the risk for industrial customers. Previously he was the Director of Analytics Engineering for Zillow Group, Head of Data Science in Seattle, and has led analytic teams at Microsoft and Yammer.

Phil Lockhart, Partner and Chief Digital Officer at Credera, brings extensive expertise in Digital Transformation, MarTech Enablement, and eCommerce. With a B.S. in Aerospace Engineering, he has developed firm-wide methodologies encompassing various areas such as MarTech Architecture Integration, Customer Journeys, AdTech enablement, and more. Phil holds P&L responsibility for all MarTech and Digital Capability areas at Credera.