

A portrait of Steve Carbone, a man with dark hair wearing a striped shirt, looking slightly to the right with a slight smile. The background is a light-colored wall with vertical lines.

Steve Carbone discusses 'Getting Ahead of the Data Curve' at Advertising Week

THOUGHT LEADERSHIP

25 SEP 2019

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Steve Carbone, Managing Director, Chief Digital & Investment Officer at MediaCom US spoke on a panel focusing on rapidly shifting data landscapes, leveraging first-party data in innovative ways, and what advertising will look like in the future.

Advertising Week is a worldwide gathering of marketing, technology, and brand professionals who come together to exchange and participate in daytime seminars and workshops. The sessions focused on business transformation, purpose in marketing, the effectiveness of partnerships and gender diversity, and more.

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