

Digital Banking Week

Free online event | September 17-19

Transforming the
future of banking.

Program Preview

digitalbankingweek.com



Variations on a financial data theme

Data

A primary theme for Digital Banking Week is data's role in the entire fintech ecosystem. There are various speakers that will unpack this from different perspectives. Analytical types like Ron Shevlin, Jim Marous, Brett King, and John Maxfield have talks planned that look at how the financial ecosystem is changing and how data is the lifeblood of financial services.

Open Banking

Open Banking also runs through many Digital Banking Week sessions. That makes sense -- data and open banking go together like peanut butter and chocolate. If data is the lifeblood, open banking is the circulatory system of connected financial services firms and apps. Entrepreneur and investor Jane Barratt's session will explore the impact open banking can have on the individual. Entrepreneur Emma Steeley's background in bank transactional data should make her discussion of open banking worth watching.

**Sessions
worth
seeing**



Dan Ariely



The Behavioral Economics and Psychology of Money, Fairness, Effort and Trust

Kicking off September 17 and running through the 19th, DBW is headlined by Dan Ariely. The behavioral economics professor is kicking the event off with a session about the behavioral economics and the psychology of money. If you liked his books (Predictably Irrational has its own hallowed slot on the Tearsheet bookshelf), you'll find his talk insightful into how financial products and services can leverage cutting-edge science to service dedicated customers.

JD Schramm



Successful Storytelling with Statistics: Learn to craft, illustrate and share stories with data

Following Ariely is JD Schramm. A professor at the Stanford Graduate School of Business, he lectures on the practical aspects of effective communication. He also co-founded the LOWKeynotes program where students create and deliver inspiring talks to enroll others in their vision to change lives, organizations, and the world. For financial services professionals, Schramm will discuss the craft of telling persuasive stories with data.

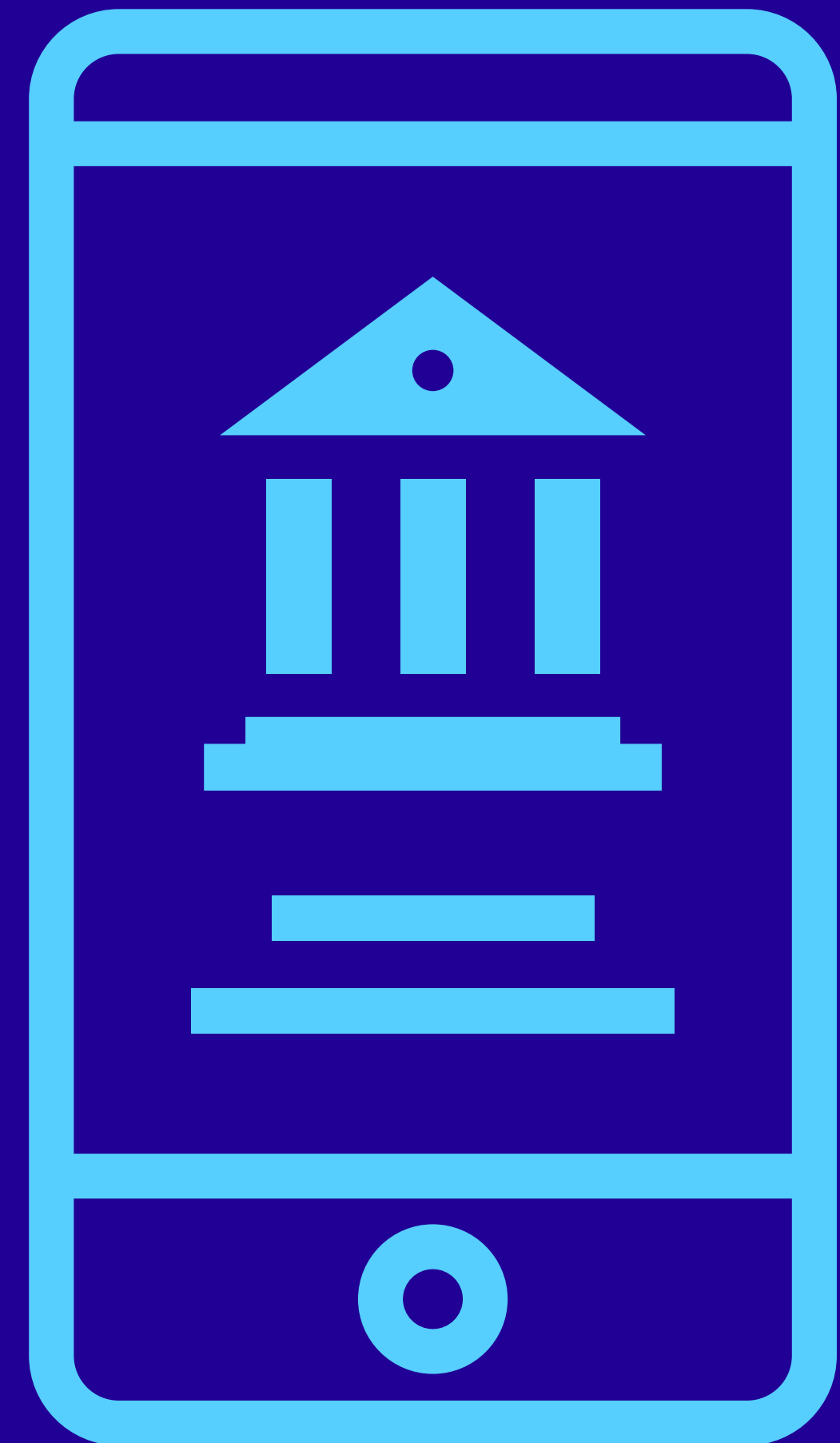
Donna Wells



How to justify investing in data innovation: A strategic advantage

You won't find a pedigreed marketer in fintech and financial services like Wells. From Schwab in the late nineties to stints as CMO at Intuit and Mint, she now sits on the boards of firms like Betterment, Happy Monday, and CrowdStreet. Wells' recommendation that FIs invest in data innovation to make it a strategic advantage should have them looking for their checkbooks.

Other session highlights





How a 100-year-old mission has helped USAA lead the industry

Neff Hudson

We're more excited for this one than a millennial investor in the WeWork IPO because we've seen close up how USAA continues to offer its customers top-notch service while innovating product offerings. The firm combines employee and customer feedback to feed its pipeline. Hudson, who runs corporate development, is going to discuss how USAA's mission positions it at the forefront of the industry



Fintech for the aged

Theodora Lau

Theo is a speaker, writer, and advisor with a focus on underrepresented demographics. Her work involved ecosystem creation focused on serving the unmet needs of consumers, particularly women and minorities. Her talk will focus on fintech for older populations -- while the entrepreneurial community churns out products and services for the younger set, the aged run the risk of being left behind.

**Register
Now.**

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