

October 5, 2017



## Yext Announces ONWARD '17 Day One Mainstage Speakers

### Architects of the Intelligent Future from Across Industries to Speak at ONWARD '17

NEW YORK, Oct. 5, 2017 /PRNewswire/ --[Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management, has unveiled its first day of panels for its [ONWARD 2017](#) global conference. Featuring talks by some of the world's leading innovators, the day will take ONWARD attendees on a tour of the Intelligent Future.



Kicking off on November 1st at the Conrad New York, ONWARD will convene leaders in marketing and technology to explore how AI, digital assistants, and intelligent services will shape our world in the years to come.

Highlights from the first day of ONWARD include:

- A keynote from **Megan Smith, former CTO of the United States**, followed by a discussion of technology and philanthropy in the Intelligent Future, followed by a discussion of technology and philanthropy in the Intelligent Future with **CNBC "Squawk on the Street" Co-Anchor & "Squawk Alley" Anchor Carl Quintanilla**.
- **Ed Doran PHD, Co-Founder of Cortana and Director of Program Management**,

**MSR Artificial Intelligence, at Microsoft, and Wally Brill, Chief Persona Designer for Google Assistant**, will discuss how voice search is changing the business landscape as we know it on a panel moderated by **Bloomberg News tech reporter Jing Cao**.

- **Mike Linton, Enterprise Chief Marketing Officer of Farmers Insurance**, will join Yext Chief Customer Officer Wendi Sturgis in a fireside chat about how Farmers is evolving to serve the consumers of the future, and what their vastly different expectations mean for financial services and the world at large.
- **Chris Karpenko, Executive Director of Brand Marketing for the United States Postal Service**, will speak with **Kasha Casey, CEO of global advertising agency Universal McCann**, about how the USPS, the ultimate local presence, is innovating in an age of mobile and intelligent devices.

"ONWARD '17 will feature incredible conversations with the key minds writing the next chapter of the Intelligent Future," said Jeffrey K. Rohrs, Chief Marketing Officer of Yext. "We're looking forward to bringing ONWARD attendees together to discover how intelligent services will change the way the world does business."

For more information and to see the full ONWARD agenda, please visit [ONWARD2017.com](http://ONWARD2017.com).

### **About Yext**

[Yext](#) is pioneering a new category called Digital Knowledge Management, which gives businesses control of all of the public facts that they want consumers to know across the intelligent ecosystem. The Yext Knowledge Engine™ lets companies manage their digital knowledge in the cloud and sync it to over 100 services in the PowerListings® Network. Yext Listings, Pages, and Reviews enable businesses around the globe to facilitate face-to-face and digital interactions that boost brand awareness, drive foot traffic, and increase sales.



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