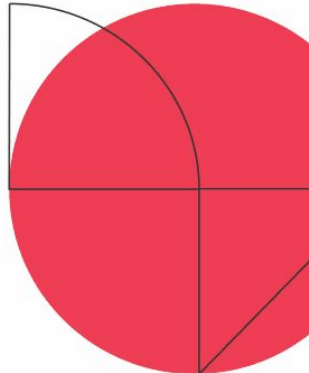
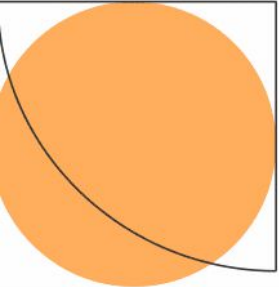


Activate

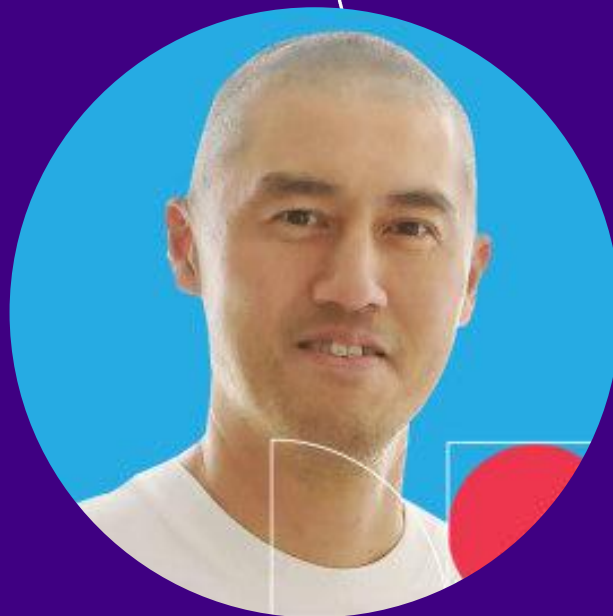
The Complexity of Customer identity and Its
Role in Personalization





Michael Katz

Co-founder & CEO



Hidekazu Ii

Director of Consumer Identity Product

NBCUniversal



A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**

