



AUSTRALIA

TOURISM SUMMIT 2018



JACK HAKIM

CEO, EC WISE (CYBER AND SECURE DEVELOPMENT)

CEO, RELENTLESS AUTOMATED MARKETING PLATFORM (RAMP)

*PART 1: DISCUSSION OF IMPACT OF CYBER ON PRIVACY
(PRIVACY ISSUES IMPACT SUCCESSFUL MARKETING)*

BIO

- CYBER AND MATH IN MY DNA (>50 YEARS)
- RESEARCH PHYSICIST AT COLUMBIA UNIVERSITY
- DATA AND MACHINE LEARNING SCIENTIST, A QUANT
- EMP CYBER EXPERT WARFARE ANALYSIS BRANCH OF DOD
- CYBER FOR MILITARIES, HOSPITALITY, ETC.
- DESIGNED, BUILT AND MANAGED MARKETING, LOYALTY AND OTHER PLATFORMS (>18 YEARS)
- STILL BUILDING SECURE AUTOMATED MARKETING PLATFORMS (AMPS) THAT LEARN

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CLAUD MONRO

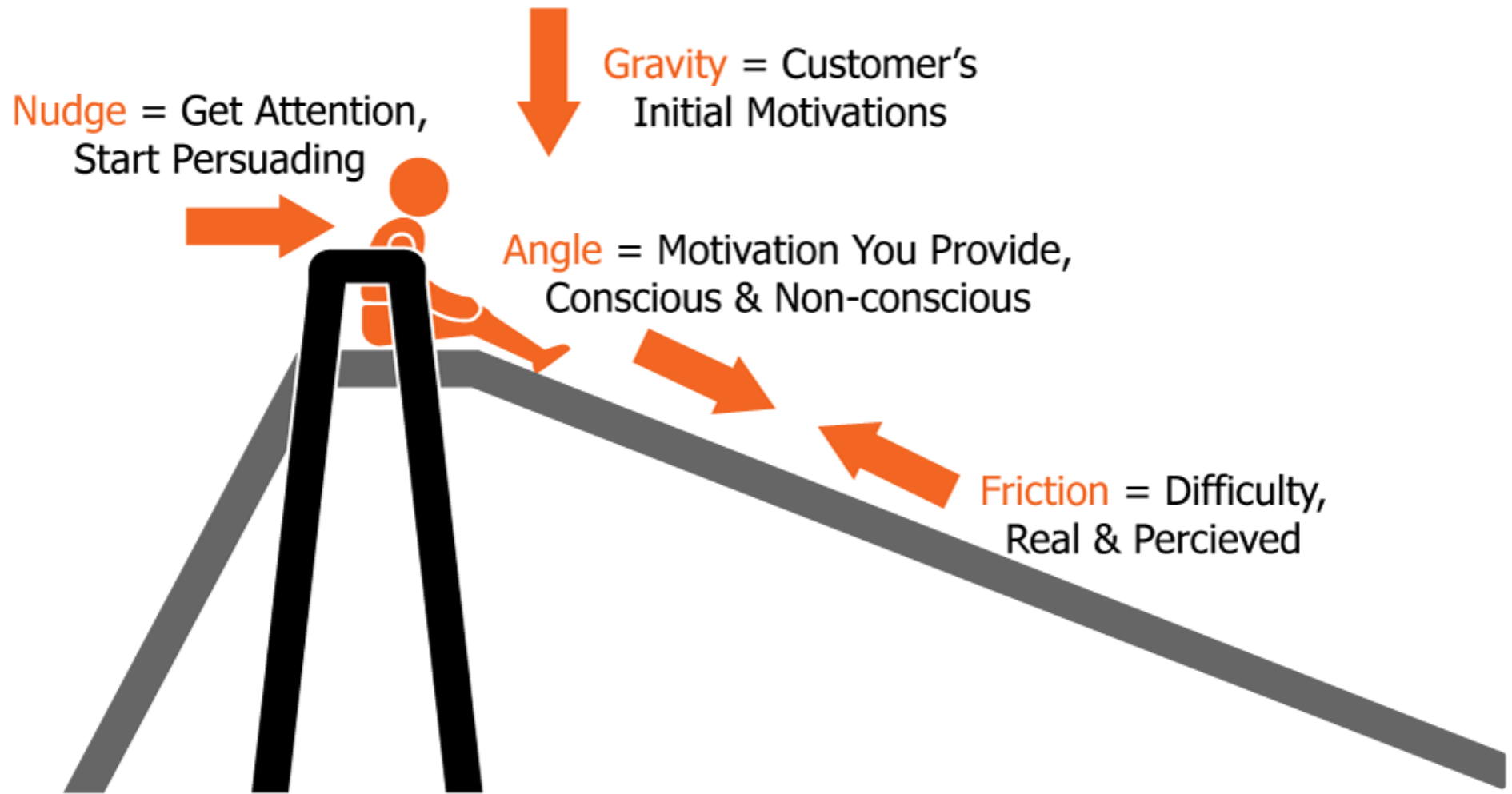
CIO, SK+G.



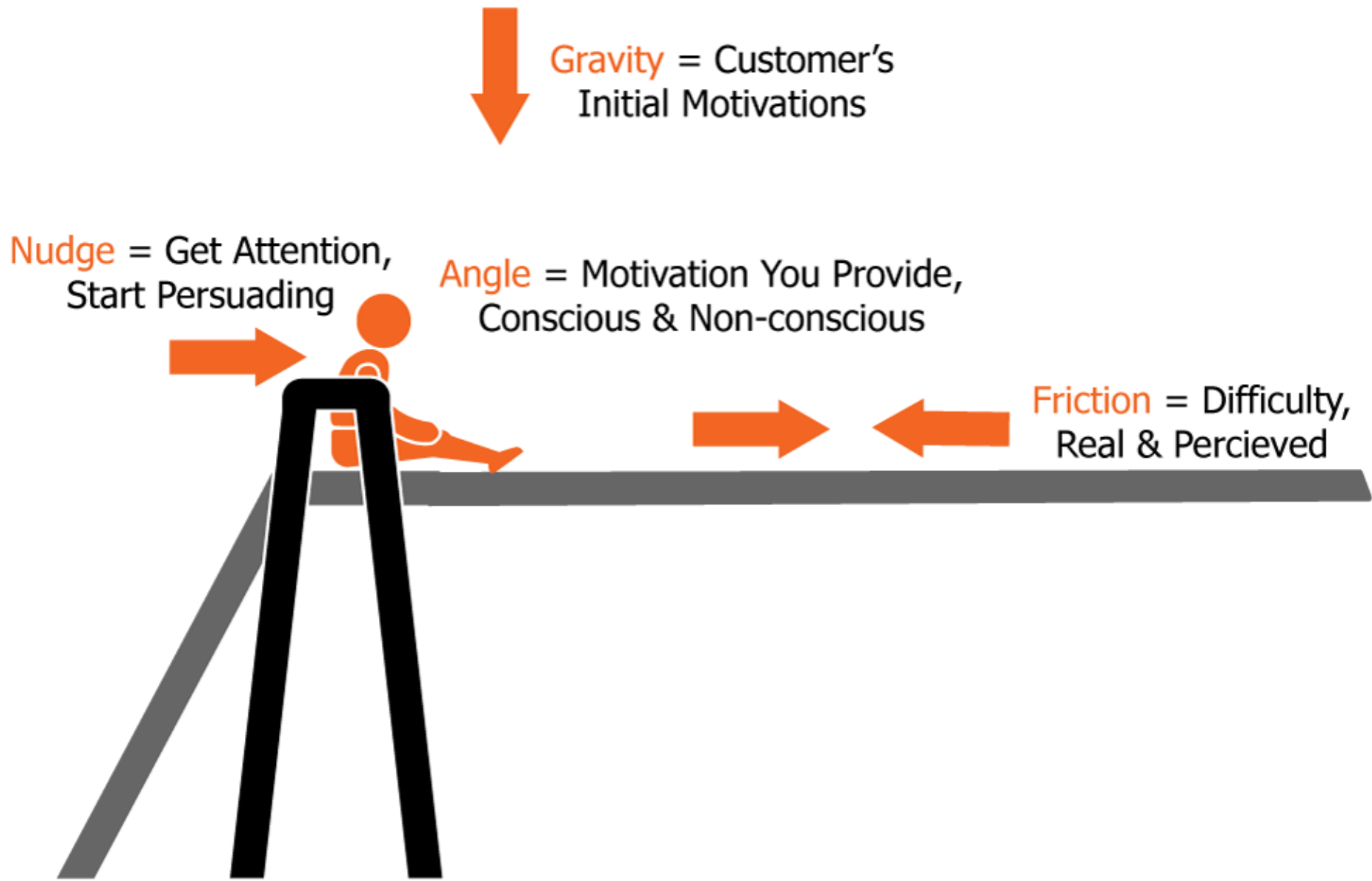
A Debate on Privacy:

BIO

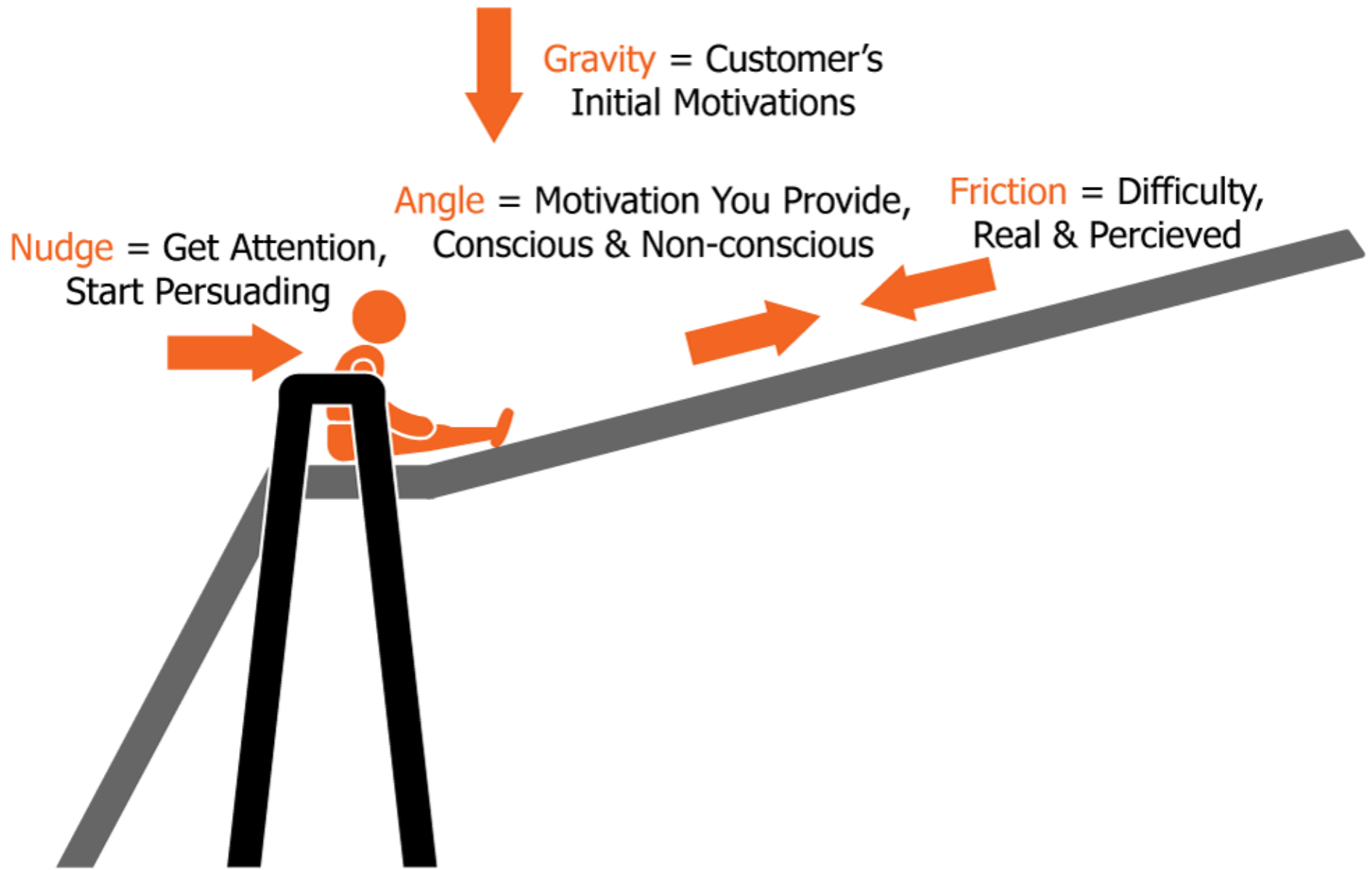
- ◆ CIO SK+G 2008- present.
- ◆ CIO Relentless Marketing.
- ◆ CMO Trialogue Direct.2002-2008
- ◆ Managing Partner Environ Bio composites 1998-2002
- ◆ West Coast Marketing Director Formica Corporation 1998
- ◆ CMO Diffatta Graphics



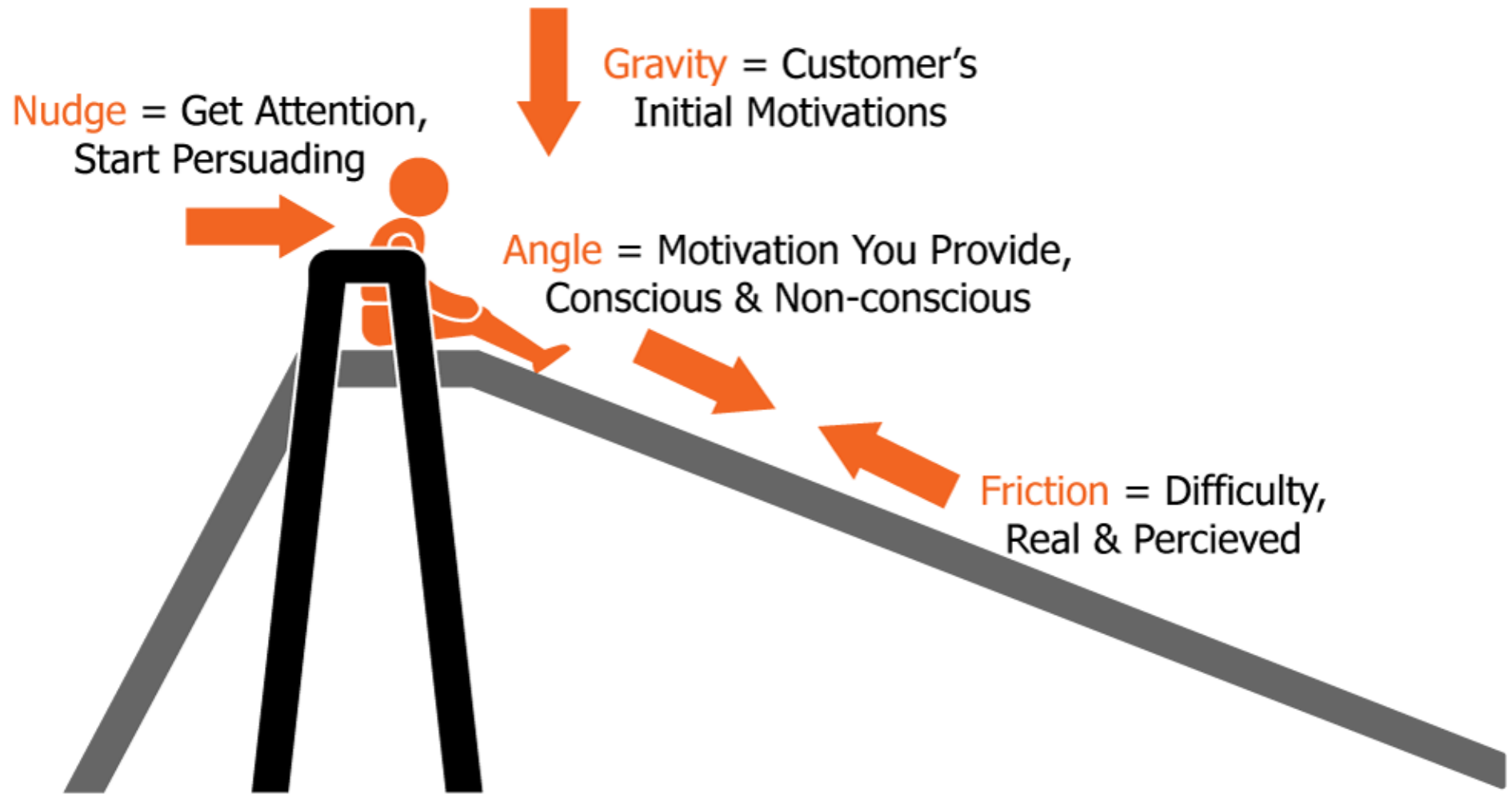
Based on "The four elements of The Persuasion Slide"



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