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# Marketplace Risk.

**AUSTIN | FEB 25**

Marketplace Risk Austin Conference 2026 - **#MRATX26**

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# WELCOME

## Greetings, and welcome to the 2026 Marketplace Risk Austin Conference!

We're excited to be back in Austin with our community for another edition of the 2026 Marketplace Risk Austin Conference. Austin's energy, creativity, and strong tech ecosystem make it the perfect place to bring together leaders from marketplaces and digital platforms to tackle today's most pressing risk, trust, and safety challenges.

For more than a decade, Marketplace Risk has connected founders, operators, and experts from around the world to share real-world experiences, exchange ideas, and build practical solutions to protect platforms and the people who use them. The 2026 Marketplace Risk Austin Conference continues that mission, creating space for honest conversations, meaningful connections, and forward-looking insights.

Throughout the day, you'll hear from industry leaders who are generously sharing what's worked, what hasn't, and what's next across the marketplace and digital platform ecosystem. We're incredibly grateful to our speakers for their time, openness, and commitment to advancing the industry.

A special thank you also goes to our sponsors. Your support makes this event possible and helps drive innovation, collaboration, and progress across the ecosystem. We're proud to partner with you and grateful for your continued involvement.

To our attendees, thank you for being here. Your participation is what makes Marketplace Risk what it is. We hope you leave Austin with new perspectives, valuable connections, and ideas you can put into action as soon as you're back at work.

If there's anything we can do to improve your experience, or if you'd like to get more involved in the Marketplace Risk community, please feel free to reach out at [jgottschalk@marketplacerisk.com](mailto:jgottschalk@marketplacerisk.com). We'd love to connect.

Thank you for joining us at the 2026 Marketplace Risk Austin Conference. We're glad you're here and hope you have a fantastic event.

Best regards,

**Jeremy Gottschalk** | Founder, Marketplace Risk

## Welcome to the 2026 Marketplace Risk Austin Conference

As chair of the board, I am excited to welcome you to our one-day gathering in Austin. A city known for innovation, creativity, and candid conversation. Today, leaders across Trust & Safety, Risk, Legal, and Compliance come together to explore the challenges shaping marketplace integrity, from emerging threats and regulatory change to practical strategies that scale.

This conference is designed to be practitioner-led and action-oriented, emphasizing real-world lessons, shared experiences, and open dialogue. We encourage you to engage fully, exchange ideas generously, and take advantage of the strong community that defines Marketplace Risk.

Thank you for joining us in Austin as we work together to advance trust, safety, and resilience across marketplaces and digital platforms.

**Garrett Olson** | Advisory Board Chair

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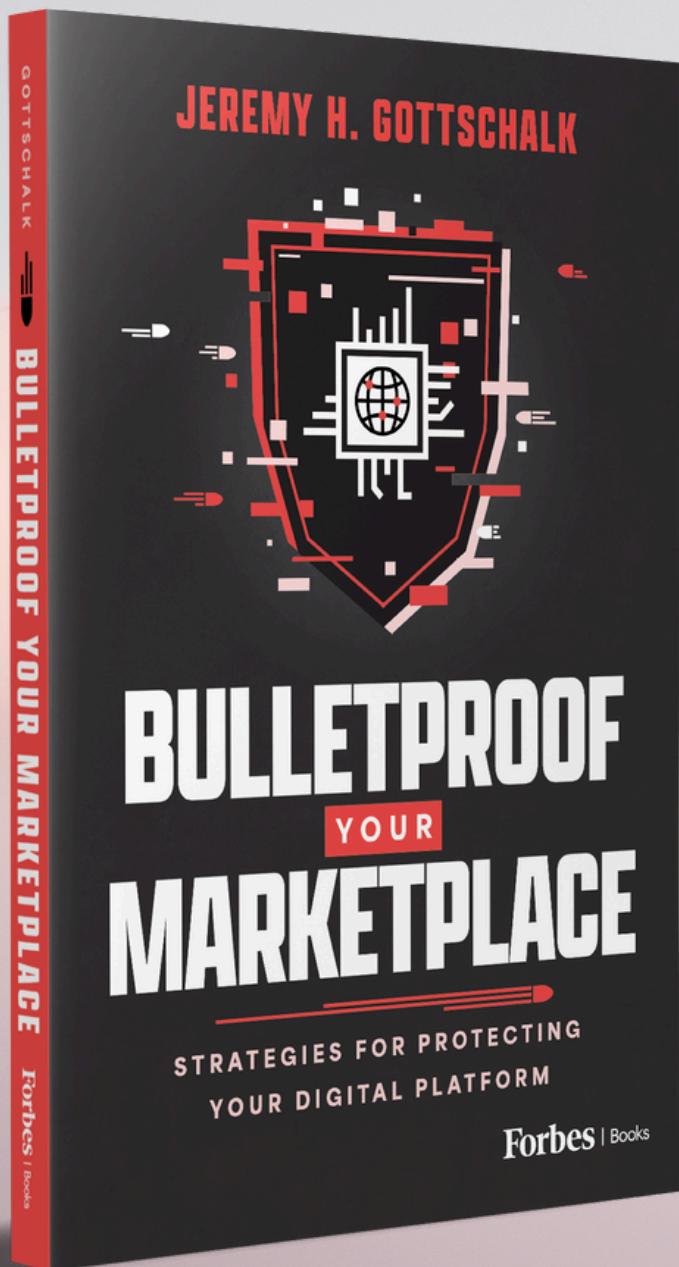
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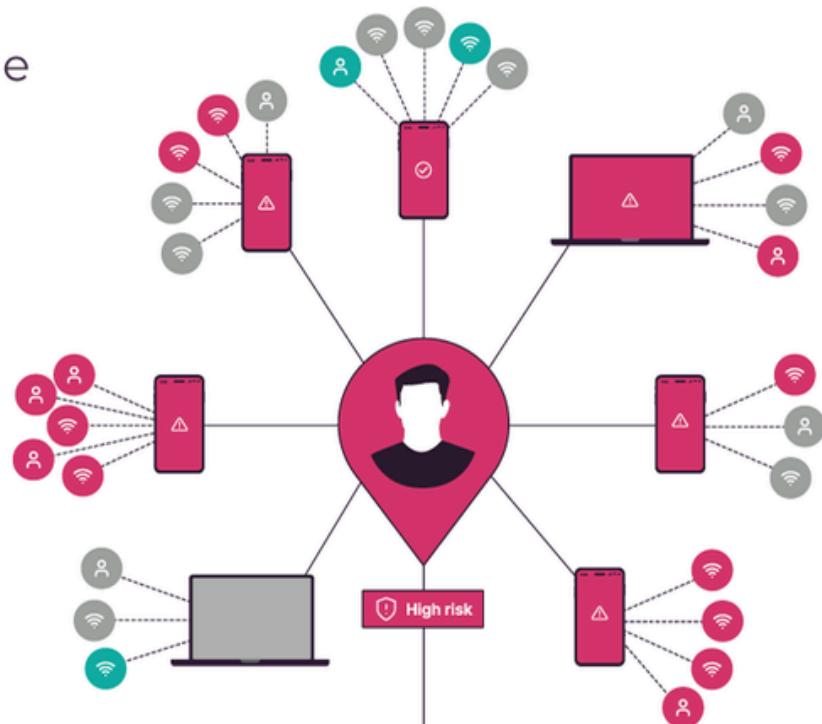


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# Marketplace Risk.

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Marketplace Risk Management Conference 2026 - **#MRMC26**

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# SCHEDULE AT-A-GLANCE

## TUESDAY 24 FEB

**5:30 PM - 7:30 PM**

Welcome Reception

*Dell JCC*

## WEDNESDAY 25 FEB

**8:00 AM - 9:00 AM**

Check In & Networking Breakfast

*Dell JCC*

**9:00 AM - 9:40 AM**

Keynote: Digital Marketplaces Risk, Trust & Safety Assessment Framework

*Incognia Room*

**9:50 AM - 10:30 AM**

Fraud-as-a-Service: How to Commit Fraud Fueled by GenAI

*Incognia Room*

When "Health" Becomes High-Risk: How Marketplaces Can Govern Emerging Products in the New Wellness Economy

*G2 Risk Solutions Room*

Marketplace Insurance Transformed from Cost Center to Revenue Engine

*Austin Room*

**10:45 AM - 11:15 AM**

When Trust Is the Target: Fighting Fraud Across Employees, Vendors, and Bad Actors

*Incognia Room*

The Pitfalls of SMS: Building Secure, Seamless Login at Scale

*G2 Risk Solutions Room*

From Automation to Judgment: Defensible AI Governance for Marketplaces

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Leadership in High-Velocity Markets: Leading High-Performing Teams, Agility, and Cross-Functional Collaboration

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Serial Seller Fraud: How Templates Turn One Attack Into Thousands

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Know Your Actor: Identity in the Age of Autonomous Commerce

*Austin Room*

**12:15 PM - 12:55 PM**

Incidents, Investigations, and Insight: Turning Law Enforcement Response into Risk Intelligence

*Austin Room*

**12:45 PM - 1:30 PM**

Networking Lunch

*Epstein Community Hall*

**1:30 PM - 2:00 PM**

Data Privacy 101

*Incognia Room*

What's Next? The Future of Marketplaces

*G2 Risk Solutions Room*

AI at Scale in Trust & Safety: Balancing Automation with Operational Reliability

*Austin Room*

**2:15 PM - 2:45 PM**

Breaking Down Fraud Silos to Fight Platform Abuse

*Incognia Room*

Learning Fast, Scaling Right: The AI Lab-Factory Model for Growth Centric Teams

*Austin Room*

**2:45 PM - 3:10 PM**

Know Your Vendor Break

*The Minster Building*

**3:10 PM - 3:40 PM**

Supply Side Risk: The Risks and Solutions

*Incognia Room*

Beyond the Queue: Operational Excellence with Hourly Trust & Safety Talent

*G2 Risk Solutions Room*

**3:55 PM - 4:25 PM**

Designing Risk Out of a Marketplace

*Incognia Room*

The Cost of Harm: Proving ROI on Trust & Safety Investments

*G2 Risk Solutions Room*

AI-Driven Content Moderation at Scale

*Austin Room*

**4:40 PM - 5:10 PM**

Fraud Prevention: Stopping Fraud Rings in Digitally Native Platforms

*Incognia Room*

The Only Talk at Marketplace Risk That's Already Reshaped the Internet—Twice

*G2 Risk Solutions Room*

Drift Is a Signal: Detecting Risk Before Accuracy Fails

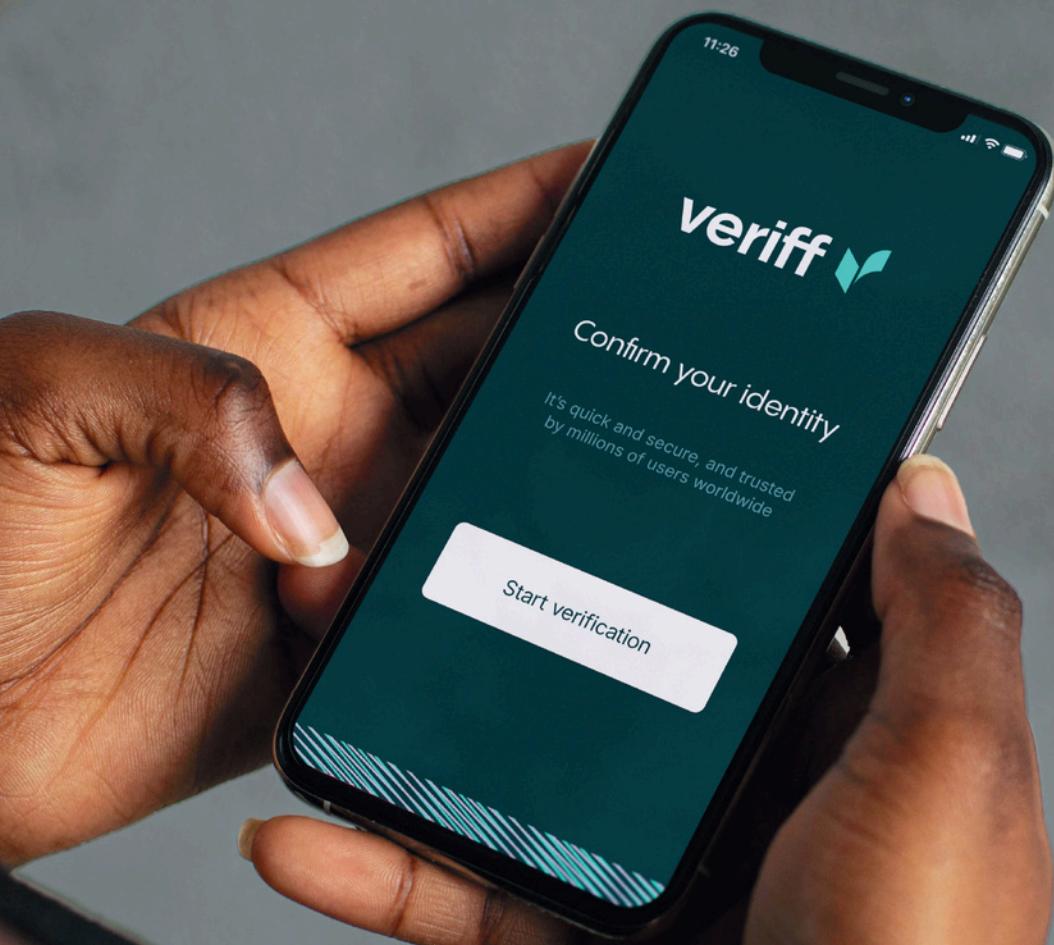
*Austin Room*

**5:00 PM - 7:00 PM**

Networking Reception

*Dell JCC*

# Trusted users. Thriving marketplaces.



## Identity verification for the world's leading marketplaces.

- Instant user onboarding
- Proactive fraud defense
- Global & local scalability
- Adaptive verification flow
- Full lifecycle trust

# AGENDA TUESDAY 24 FEB - WEDNESDAY 25 FEB

## TUESDAY

**5:30 PM - 7:30 PM**

*Dell JCC*

### **Welcome Reception**

Join us for a welcome reception at the Dell Jewish Community Center (JCC) on the evening before the Marketplace Risk Austin Conference. This networking event offers a relaxed setting to connect with fellow attendees, speakers, and industry leaders. Enjoy refreshments, engage in insightful conversations, and kick off the conference by building meaningful connections.

The reception will take place from 5:30 PM to 7:30 PM at the Dell Jewish Community Center (JCC), setting the stage for the exciting sessions and opportunities ahead. Don't miss this opportunity to mingle and start the conference on a high note.

## WEDNESDAY

**8:00 AM - 9:00 AM**

*Dell JCC*

### **Check In & Networking Breakfast**

Start the day by checking in early and connecting with fellow attendees over breakfast. This is the perfect opportunity to meet peers from across marketplaces, digital platforms, and fintechs before the conference sessions begin.

Use this time to introduce yourself, exchange ideas, and make new connections in a relaxed setting while enjoying breakfast and coffee. Whether you're reconnecting with familiar faces or meeting new members of the Marketplace Risk community for the first time, this networking breakfast sets the tone for a day of meaningful conversations and collaboration.

## KEYNOTE

**9:00 AM - 9:40 AM**

*Incognia Room*

### **Digital Marketplaces Risk, Trust & Safety Assessment Framework | Abhay Antony, Sr. Director, Trust & Safety, Thumbtack**

We are building to share open-source with the digital marketplaces community and will launch the Digital Marketplaces Risk, Trust & Safety Assessment Framework at Marketplace Risk Austin 2026. We propose a concise, standardized framework that allows digital marketplaces to evaluate their Trust, Safety, and Risk programs through a points-based assessment model. This model serves as a practical tool for platforms to measure their own maturity and coverage across critical domains in user safety and risk management. By assigning quantitative scores to each aspect of a marketplace's trust and safety infrastructure, the framework provides an objective way to benchmark progress over time and against industry standards. The approach is tailored for digital marketplaces – recognizing their unique mix of user-generated content, transactions, and community interactions – and is meant for sharing at industry forums to encourage broad adoption.

# AGENDA WEDNESDAY 25 FEB

## SESSIONS

**9:50 AM - 10:30 AM**

*Incognia Room*

**Fraud-as-a-Service: How to Commit Fraud Fueled by GenAI** | Drew Fowler, Risk Incident Manager, eBay; and Eduardo Pires, Director of Fraud Solutions, Incognia

What do “free iPhones,” “free food,” and “free stays” have in common? They’re all symptoms of today’s GenAI-powered fraud ecosystem, where industrial-scale tactics are used to bypass controls, drain merchant incentives, and exploit gaps in identity and verification systems.

AI isn’t just transforming digital platforms. It’s also empowering their attackers. As generative AI tools and virtual environments become more accessible, fraud has shifted from isolated, manual abuse to highly automated, large-scale operations. Emulators, app cloning, and deepfake-driven account creation now form part of a new fraud playbook that is faster, more scalable, and increasingly difficult to detect.

Fraud networks today operate more like production lines than individual bad actors. These tools and techniques are widely distributed through the deep web and private fraud communities across social networks and messaging apps, often sold as low-cost, subscription-based services. This is fraud-as-a-service in action.

In this session, we’ll examine how AI is being actively weaponized across the modern fraud landscape and what effective, real-world defenses look like in response. Through practical case studies and data-driven insights, we’ll explore the signals that still surface truth in an environment increasingly filled with synthetic activity. Attendees will leave with a clearer understanding of how generative AI and automation are fueling fraud at scale, how device, location, and behavioral intelligence can expose sophisticated threats like deepfakes and virtual farms, and how fraud leaders are adapting their technology stacks to stay ahead of rapidly evolving attack methods.

**9:50 AM - 10:30 AM**

*G2 Risk Solutions Room*

**When “Health” Becomes High-Risk: How Marketplaces Can Govern Emerging Products in the New Wellness Economy** | Niamh Lewis, Vice President, Compliance Operations, Merchant and Digital Commerce Risk Solutions, G2 Risk Solutions

Marketplaces are seeing rapid growth in wellness aids, performance enhancers, research chemicals, and other health-adjacent products that operate in regulatory gray areas. Listings evolve quickly, sellers adapt even faster, and the margin for error is shrinking. When these risks are missed, the impact can be immediate and significant, ranging from consumer harm and regulatory enforcement to lasting brand damage.

This session explores emerging wellness-related risk areas and what they mean for marketplace policy, enforcement, and reputational exposure heading into 2026. Drawing on real-world patterns, we examine how these products surface on platforms, why they escalate risk, and how sellers position them to bypass existing controls.

Attendees will leave with a clearer understanding of the risk profiles across key categories such as weight-loss drugs, novel cannabinoids, kratom alkaloids, peptides, and ingredients subject to country-specific restrictions. The session also unpacks common seller tactics that complicate detection, including “research use only” claims, euphemistic language, bundling strategies, and jurisdictional arbitrage. Finally, it provides practical guidance on policy and enforcement implications, highlighting where category definitions may need tightening, when enhanced review processes are warranted, and which signals marketplaces should monitor to stay ahead of regulatory attention and reputational risk.

# AGENDA WEDNESDAY 25 FEB

**9:50 AM - 10:30 AM**

*Austin Room*

## **Marketplace Insurance Transformed from Cost Center to Revenue Engine** | Nick Klinka, Director of Actuarial and Underwriting, Roamly; and Iker Lazlo, Director, Trust & Safety, Outdoorsy

Insurance remains one of the most underutilized margin levers for digital platforms and marketplaces. This session explores how companies can unlock meaningful new revenue by combining deep actuarial expertise with modern technology to transform insurance from a cost center into a growth engine.

Through real-world examples, we'll break down three core pillars of a scalable insurance strategy. First, predictive underwriting: applying advanced actuarial models and data signals to enable risk-segmented pricing and proactively prevent high-risk bookings before losses occur. Second, in-house claims management: retaining operational control to reduce loss leakage, improve customer experience, and drive faster, fairer outcomes. Third, the ecosystem advantage: generating incremental revenue by bundling and distributing off-platform insurance products that extend protection beyond the core transaction.

Attendees will leave with a clear framework for how insurance can be embedded into the marketplace experience to drive profitability, resilience, and long-term growth—without compromising trust or user experience.

**10:45 AM - 11:15 AM** **When Trust Is the Target: Fighting Fraud Across Employees, Vendors, and Bad Actors**

*Incognia Room*

Carly Brantz, Chief Marketing Officer, Veriff; and Kristin Kupiec, Manager, Critical Investigations & LERT, DoorDash

Fraud is never just "out there." For modern marketplaces, risk lives everywhere: in internal tools, in outsourced operations, and at the edges of the platform where sophisticated external actors test every control. At the same time, vendors and partners operate under commercial pressure, staff turnover, and incentive structures that can make them vulnerable to mistakes—or, in rare cases, misconduct and corruption.

This panel will explore fraud as an end-to-end ecosystem problem, not just a point solution or a "T&S issue." We will examine how fraud surfaces across three layers:

In-house: employees with privileged access, policy discretion, and deep system knowledge.

Outsourced / Vendors: BPOs and third parties who handle reviews, support, or operations, often with high access and lower visibility.

External Bad Actors: organized fraud rings, opportunistic users, and third-party toolkits constantly probing for weaknesses.

**10:45 AM - 11:15 AM**

*G2 Risk Solutions Room*

## **The Pitfalls of SMS: Building Secure, Seamless Login at Scale** | Steve Craig, Head of Servicing Strategy, Prove

SMS-based authentication is widely used in marketplaces and social platforms, but it comes with risks: high costs, social engineering, recycled numbers, number changes, and fraud schemes like number pumping.

Steve Craig, Head of Servicing Strategy at Prove, along with an industry partner, will explore these challenges and share practical strategies to reduce these risks while preserving seamless guest checkout and login flows. Attendees will learn how orchestrated mobile signals can move beyond SMS, creating a scalable, secure, frictionless, and inclusive login experience that works across millions of users.

# AGENDA WEDNESDAY 25 FEB

**10:45 AM - 11:15 AM** **From Automation to Judgment: Defensible AI Governance for Marketplaces** |

*Austin Room*

**Xiuduan Fang, CTO, Precognition Labs, Inc; and Vibha Tyagi, Independent Trust & Safety and Governance Advisor**

Marketplace Trust & Safety, fraud, and compliance teams increasingly rely on AI to make high-impact decisions affecting user access, livelihoods, and regulatory exposure. Yet many governance failures are not model failures, but accountability failures—automation obscures ownership, rationale, and uncertainty. This session reframes AI governance as judgment infrastructure, not automated enforcement. Drawing on experience building large-scale marketplace integrity systems, the talk shows how defensible governance emerges from workflow design: where AI should surface risk, where automation must stop, and which decisions require explicit human ownership. Attendees will leave with a practical framework for designing AI systems regulators, operators, and marketplaces can defend.

**11:30 AM - 12:00 PM** **Leadership in High-Velocity Markets: Leading High-Performing Teams, Agility, and**

*Incognia Room*

**Cross-Functional Collaboration** | **Julie Fergerson, CEO, Merchant Risk Council, Laura Iannelli, Chief Operating Officer, Divergent Minds Solutions, Barbara Jones, CEO, Freeing Returns, and Chris Mashburn, Chief Operating and AI Officer, Jorie Healthcare Partners**

In today's fast-paced business environment, leaders face unique challenges in building and sustaining high-performing teams while maintaining agility and fostering cross-functional collaboration. This panel brings together experienced leaders from diverse industries to share their strategies, lessons learned, and insights on navigating high-velocity markets. Attendees will walk away with actionable advice to elevate their leadership approach and drive team success in rapidly changing environments.

# Cut Review Time from Days to Minutes

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AI that **amplifies Trust & Safety and Risk Teams** – improving speed, accuracy, & confidence.

Built by former Trust & Safety leaders from leading global platforms.



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# AGENDA WEDNESDAY 25 FEB

**11:30 AM - 12:00 PM**  
*G2 Risk Solutions Room*

**Serial Seller Fraud: How Templates Turn One Attack Into Thousands** | Nico Martinez, Senior Solutions Engineer, Resistant AI

Marketplaces face fraud threats that other sectors simply don't. One of the most pressing is the attempt to onboard fake sellers at truly industrial scale. Criminal networks now mass-produce forged business licenses, certificates of incorporation, product certifications, and other documents, turning a single fake template into thousands of convincing variants designed to bypass controls.

Based on insights from more than 170 million documents processed, Resistant AI's data shows that marketplaces are clear outliers in the volume, sophistication, and velocity of document fraud attacks. These actors operate with production-line efficiency, rapidly iterating on templates and tactics to stay ahead of traditional detection methods.

In this session, Senior Solutions Engineer Nico Martinez shares lessons learned from five years on the front lines of document fraud prevention. Attendees will gain a clear understanding of why marketplaces face uniquely complex fraud challenges, how serial document fraud is powered by template reuse and rapid iteration, and how fraudsters adapt at speed to evade controls. The session will also explore how marketplaces can deploy adaptive, risk-based controls that match fraudster velocity without creating unnecessary friction for legitimate sellers.

**11:30 PM - 12:00 PM**  
*Austin Room*

**Know Your Actor: Identity in the Age of Autonomous Commerce** | Abhay Antony, Senior Director Trust & Safety, Thumbtack; Travis Dawson, VP Product and Business, Complex NTWRK; and Stephanie O'Neil, Enterprise Sales Executive, Microblink

Autonomous agents are now booking travel, initiating payments, creating accounts, and transacting at scale. Some act on behalf of verified users, while others operate independently — and traditional identity models were never designed to reliably tell the difference. As agentic systems become more common, the old "human vs. bot" framing breaks down, leaving Trust & Safety teams without the right tools to assess risk. This session introduces the concept of Know Your Actor, a new identity framework built for agent-driven environments. It explores how identity must evolve beyond one-time user verification toward continuous governance of humans, agents, and intent across the entire transaction lifecycle. Attendees will learn why intent and authority matter more than whether an actor is human, how to classify automation based on risk and permissions, and what continuous verification looks like when autonomous agents act independently at scale.

**12:15 PM - 12:55 PM**  
*Austin Room*

**Incidents, Investigations, and Insight: Turning Law Enforcement Response into Risk Intelligence** | Kristin Kupiec, Manager, Critical Investigations & LERT, DoorDash

When law enforcement comes knocking, marketplaces are already behind—unless they have a clear, practiced playbook. This fireside chat explores two critical pathways where platforms intersect with law enforcement: reactive response and investigative collaboration. On the reactive side, we will unpack what happens when something goes wrong on your platform—fraud, violence, theft, or other criminal activity—and law enforcement needs data, context, and fast action. On the investigative side, we will examine cases where alleged misconduct occurs off platform, but an individual, account, or transaction is linked back to your marketplace, raising complex questions around privacy, safety, and cooperation. Through real-world examples, the speakers will share how both reactive and investigative scenarios can become engines for a more proactive risk mindset: strengthening internal policies, improving trust and safety operations, and building smart, repeatable frameworks for working with law enforcement without over-extending your teams. Attendees will walk away with practical guidance on what to do in the first 24 hours, how to triage requests, and how to convert every incident into long-term marketplace resilience.

# AGENDA WEDNESDAY 25 FEB

**12:45 PM - 1:30 PM**

## **Networking Lunch**

*Epstein Community Hall*

Grab lunch with old friends and new colleagues.

**1:30 PM - 2:00 PM**

## **Data Privacy 101** | Stephen Fusco, DPO and Sr. Counsel, Danone North America; and Jeremy Gottschalk, Founder, Marketplace Risk

*Incognia Room*

This session delivers a pragmatic overview of core data-privacy principles tailored for organizations operating in dynamic marketplace environments. The discussion outlines the baseline regulatory constructs, the operational disciplines required to manage personal data responsibly, and the governance expectations that regulators and business partners now treat as non-negotiable. Attendees will gain a clear understanding of how data inventories, consent management, purpose limitation, vendor oversight, and security controls intersect to either mitigate or amplify enterprise risk. The session will translate these concepts into actionable practices that support scalability, reduce exposure to consumer-protection claims, and strengthen trust across platforms, partners, and users. Participants will walk away with a risk-aware, business-aligned privacy framework they can deploy immediately to shore up compliance foundations and enable sustainable growth.

**1:30 PM - 2:00 PM**

*G2 Risk Solutions Room*

## **What's Next? The Future of Marketplaces** | Colin Gardiner, Managing Partner, Yonder; Adam Lawrence, VP of Marketplace Growth/former Co-Founder & CEO, Ritchie Brothers/Boom and Bucket; and Joe Magyer, Managing Partner, Seaplane Ventures

The AI wave reshaped how we talk about marketplaces—but what actually matters for building durable platforms? This panel brings together investors and operators to cut through the noise and explore what's next: what separates platforms that last from those that don't, and where founders should place their bets today. We'll debate which trends are hype versus substance and what founders should be building to win tomorrow.

**1:30 PM - 2:00 PM**

*Austin Room*

## **AI at Scale in Trust & Safety: Balancing Automation with Operational Reliability** | Ante Radan, Product Manager, Meta

As digital platforms scale AI-driven Trust & Safety, automation often introduces new operational risks such as model drift, brittle decisioning, and rising human override costs. This session explores how to design AI-assisted risk systems that scale globally while remaining reliable, transparent, and defensible. Drawing on real-world experience operating large, multi-market platforms, the talk focuses on practical design choices: where automation creates durable value, where it breaks down, and how to build resilient human-in-the-loop workflows. Attendees will leave with actionable frameworks for balancing automation, operational stability, and regulatory expectations at scale.

# AGENDA WEDNESDAY 25 FEB

2:15 PM - 2:45 PM

Incognia Room

**Breaking Down Fraud Silos to Fight Platform Abuse** | Kathleen Corrigan, Fraud Prevention Account Executive, Incognia; Sarah Schol, Sr. Manager, Crash Safety & Claims Operations, Uber; and Leah von Eichel-Streiber, Director of Player Safety Products, EA Games

In this session, leaders from Uber and Incognia explore how cross-functional alignment can make or break a platform's fraud and safety strategy. Drawing on real-world experience with identity abuse, ban evasion, and high-impact safety incidents, the discussion examines what happens when platforms embed trust by design across teams and the risks that emerge when ownership, incentives, and visibility are fragmented. Attendees will gain insight into why platform abuse so often thrives in the gaps between teams and how downstream silos can undermine detection and response efforts. The panel will share practical approaches to aligning risk, product, and trust teams around shared metrics, treating fraud mitigation as a product capability rather than a reactive function, and enabling cross-team defenses that surface abuse earlier through device intelligence and behavioral signals, all while minimizing friction for legitimate users.

2:15 PM - 2:45 PM

Austin Room

**Learning Fast, Scaling Right: The AI Lab-Factory Model for Growth Centric Teams** |

Angela Vega, Director, Capabilities & Enablement, Expedia Group; and Virgilia Pruthi, Senior Director of Product Management, Expedia Group

As AI reshapes how growth work is imagined, built, tested, and scaled across product and marketing, traditional pilot-to-ROI models are collapsing. The AI Lab-Factory operating model offers a practical approach for growth leaders to separate learning from delivery while creating a clear path to scale. It emphasizes that foundational "Base" investments, builder capabilities, and clear human-AI ownership must mature before real business value emerges. Rather than chasing premature automation, it provides concrete guidance on when to experiment, when to formalize, and how to turn AI learning into durable growth performance.

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# AGENDA WEDNESDAY 25 FEB

**2:45 PM - 3:10 PM**

*Dell JCC*

## Know Your Vendor Break

Take this time to visit the exhibitor space and connect with the solution providers and vendors on site. Explore the latest innovations in trust & safety, risk management, and legal compliance — all designed to help protect your platform, your users, and your business. Discover essential tools, build valuable connections, and stay ahead of emerging risks.

**3:10 PM - 3:40 PM**

*Incognia Room*

## Supply Side Risk: The Risks and Solutions | Laura Chen, Sr. Product Policy Advisor, Google; Drew Fowler, Risk Incident Manager, eBay; and Jeff Sakasegawa, Trust and Safety Architect, Persona

Drawing from industry experience and industry experts we will explore why controlling your supply side risks are so important to operating a trustworthy, viable and profitable Marketplace. With that stage set, how to assure supply side risks are controlled to improve customer experience and business operations.

**3:10 PM - 3:40 PM**

*G2 Risk Solutions Room*

## Beyond the Queue: Operational Excellence with Hourly Trust & Safety Talent |

*Kristin Kupiec, Manager, Critical Investigations & LERT, DoorDash*

Trust and Safety organizations live or die by the consistency, judgment, and speed of their frontline teams —most of whom are hourly paid employees. Yet these same teams often operate under intense volume pressure, emotional strain, and shifting policy landscapes. How do you build true operational excellence in that environment?

This panel brings together leaders from scaled marketplaces and platforms to unpack what it really takes to run high-performing, hourly-based Trust & Safety operations. We will explore how to design workflows, incentives, and quality programs that empower hourly reviewers and investigators to make sound decisions at scale—without burning out. Panelists will discuss strategies for coaching and career development, balancing productivity with nuance, using metrics intelligently (not punitively), and embedding safety culture into every shift, site, and vendor.

Attendees will leave with concrete approaches to transform their hourly workforce from “ticket processors” into trusted risk partners—raising the bar on safety outcomes, operational reliability, and employee engagement.

# AGENDA WEDNESDAY 25 FEB

**3:55 PM - 4:25 PM**

*Incognia Room*

## **Designing Risk Out of a Marketplace** | Lauren Cain, Founder, REHS/RS, Homebaked Nearby

Homebaked Nearby was built with risk as the starting point, not an afterthought. As a former health inspector, I researched cottage food laws nationwide before building, including contacting all 63 California health departments. That work revealed a surprising insight: registered home bakers have a 0% foodborne illness complaint rate compared to 1.65% for retail bakeries. This talk explores how marketplaces can reduce risk by design through compliance-first architecture, safer payment flows, higher safety standards, and operational safeguards. I'll share lessons learned balancing safety and growth, and why reducing customer risk ultimately increases trust, demand, and marketplace resilience.

**3:55 PM - 4:25 PM**

*G2 Risk Solutions Room*

## **The Cost of Harm: Proving ROI on Trust & Safety Investments** | Kristin Kupiec, Manager, Critical Investigations & LERT, DoorDash

Trust & Safety leaders know that preventing harm is the right thing to do—but budget owners want to know what it is worth. How do you credibly show ROI when the “return” is an incident that never happens, a victim who is never harmed, or a headline that never hits? This panel will tackle the uncomfortable but essential challenge of putting a price on harm in order to secure investment in safety. Panelists will share practical methods for estimating the cost of incidents—from fraud losses and support costs to reputational damage, regulatory exposure, and long-term user trust. They will discuss how to frame victim impact ethically and respectfully while still translating it into the financial language of CFOs, GMs, and boards. Through real examples and candid discussion, the session will cover how to build defensible cost models, use scenarios and ranges instead of false precision, and construct narratives that connect safety outcomes to growth, retention, and risk mitigation. Attendees will leave with actionable tools to move beyond “it’s the right thing to do” and effectively sell ROI for Trust & Safety initiatives without diminishing the human impact at the heart of their work.

**3:55 PM - 4:25 PM**

*Austin Room*

## **AI-Driven Content Moderation at Scale** | Aniket Ajagaonkar, Staff Software Engineer - Trust, Airbnb Inc

This presentation will highlight the critical role content moderation will play in keeping online platforms safe amid the rapid growth of user-generated and AI-created content, which will significantly increase volume and complexity for moderators. The presentation will explore strategies and ideas for effectively introducing AI into content moderation workflows, offering practical guidance for real-world implementation. Key learning points will include future challenges in scaling moderation and adapting to evolving content types. A major takeaway will be how AI will enhance human-in-the-loop moderation - boosting efficiency, expanding coverage, and improving accuracy - while preserving the essential role of human judgment.

# AGENDA WEDNESDAY 25 FEB

**4:40 PM - 5:10 PM**

*Incognia Room*

**Fraud Prevention: Stopping Fraud Rings in Digitally Native Platforms** | [Mousumi Chatterjee, Sr Director, Payments Innovation, Bank of America](#); and [Deana Rich, Co-Founder, Infinicept](#)

Trust is the foundation of any digital marketplace—but that trust is increasingly targeted by organized seller-led fraud rings. Bad actors exploit fast onboarding, scaled payouts, and peer-to-peer interactions to coordinate abuse across seller accounts, buyer activity, and payments—often appearing legitimate when viewed in isolation. This session focuses on how fraud rings infiltrate marketplaces through seller abuse tactics such as fake or collusive sellers, synthetic identities, buyer-seller collusion, refund and returns abuse, triangulation scams, and chargeback farming. Attendees will learn why traditional, transaction-centric fraud controls fail to stop these networks—and how hidden relationships between sellers, buyers, devices, and payment instruments erode marketplace trust over time. Through real-world marketplace examples, this session explores how platforms can shift from reactive enforcement to proactive trust protection by adopting network-level intelligence. Topics include detecting coordinated seller behavior, identifying linked accounts across onboarding and payouts, uncovering mule networks, and applying graph-based and behavioral signals to surface abuse before it impacts buyers and brand reputation. The discussion will also address how high-growth marketplaces can balance aggressive fraud prevention with seller experience—ensuring fast onboarding and healthy liquidity while preserving trust, fairness, and long-term ecosystem value. Practical strategies to design seller-centric trust frameworks that disrupt fraud rings at scale and protect the integrity of digitally native marketplaces will be included.

**4:40 PM - 5:10 PM**

*G2 Risk Solutions Room*

**The Only Talk at Marketplace Risk That's Already Reshaped the Internet—Twice** | [Jesse Tayler, Founder, TruAnon Inherently Safe Digital Identity](#)

This One Talk Connects Three Internet Revolutions—Apps, Music, and now—Identity

The App Store Was Anti-Fraud. iTunes Was Anti-Fraud. This Is Act Three

Act 1: Let go the box—The App Store is limitless.

Act 2: Music piracy becomes obsolete—verified downloads avoid risk.

Act 3: Owner-controlled identity is a benefit—making profile fraud obsolete.

Transition responsibility back to the rightful owner—unlimited access, continuous deterrence.

**4:40 PM - 5:10 PM**

*Austin Room*

**Drift Is a Signal: Detecting Risk Before Accuracy Fails** | [Swapna Ketavarapu, Product Manager, Amazon](#)

Drift is often treated as a system failure, but in practice it is an early signal of misalignment. In digital marketplaces, models can remain accurate while trust erodes, fraud adapts, or safety outcomes worsen. This session reframes drift as the measurable gap between system outputs and how humans interpret, rely on, or delegate those outputs over time. Using real marketplace scenarios, I introduce a simple Goals-Rules-Thresholds (GRT) lens to detect drift early, distinguish healthy adaptation from rising risk, and define clear intervention points—before drift becomes harm, regulatory exposure, or public failure.

**5:00 PM - 7:00 PM**

*Dell JCC*

**Networking Reception**

Connect with fellow attendees after a full day of insightful sessions and world-class speakers. This reception is a great opportunity to unwind, continue meaningful conversations, and build new relationships in a relaxed setting. Be sure to exchange contact details and make the most of the connections you build during the event!



# SPEAKER BIOGRAPHIES

# SPEAKER BIOGRAPHIES

## Aniket Ajagaonkar, Staff Software Engineer - Trust, Airbnb Inc

Aniket has 10+ years of experience in big tech, with a focus on Trust and Safety. He currently works at Airbnb, helping make travel safer for users worldwide. At Meta, he led recommendation integrity across Facebook, contributing to efforts around the 2020 U.S. election, COVID-19, and global crises—work recognized by leadership for improving rec quality 10x. At Instagram, he built a \$100M creator monetization program. Earlier, at Google, he helped scale YouTube TV. Aniket holds an MS from NYU and a BE from the University of Mumbai, and is passionate about building responsible, large-scale systems.

## Abhay Antony, Sr. Director, Trust & Safety, Thumbtack

Abhay Antony is a seasoned Trust & Safety and Payment Risk leader with over 12 years of experience in driving impactful change within leading Consumer Internet and Technology companies like Uber, Facebook-Meta, Thumbtack, and Roposo. Abhay is an early practitioner in leveraging Generative AI to revolutionize Trust & Safety operations. He has hands-on experience in fine-tuning models, creating LLM-based automated detection, processing, and actioning workflows.

## Carly Brantz, Chief Marketing Officer, Veriff

Carly leads the Marketing organization at Veriff, driving brand, growth, and go-to-market strategy. She brings over 25 years of experience building high-performing marketing teams at companies including DigitalOcean, SendGrid, and Twilio. Before joining Veriff, Carly served as CMO at DigitalOcean, where she led the company's marketing efforts through its IPO, redefined its brand, and helped drive significant revenue growth. She also held marketing leadership roles at SendGrid, creating its self service revenue model, supporting its IPO, and acquisition by Twilio.

## Lauren Cain, Founder, REHS/RS, Homebaked Nearby

Lauren Cain is the founder of Homebaked Nearby and a former health inspector in California and Texas. She is a Registered Environmental Health Specialist (REHS) with the National Environmental Health Association, as well as in California and Texas, and holds a B.S. in Biology from UC San Diego. Lauren uses her regulatory expertise to help home bakers navigating complex Cottage Food Laws operate safely and successfully. She built Homebaked Nearby to connect customers with trusted local home bakers, helping them scale beyond word-of-mouth.

## Mousumi Chatterjee, Sr Director, Payments Innovation, Bank of America

As a seasoned Executive with over 23 years in the Financial services industry, I lead with a strategic mindset and a passion for delivering innovative, data-driven solutions that drive client growth and operational excellence. Currently heading Product Strategy for Merchant Services across Global Banking clients—including Business Banking, Commercial, and Large Corporate segments—I bring a unique blend of product vision, operational rigor, and client-centric innovation.

## Laura Chen, Sr. Product Policy Advisor, Google

Laura Chen is a Senior Product Policy Advisor at Google, where she leads policies addressing emergent content and behavioral risks to minimize user harm in global ecosystems. Her background includes policy roles in tech, multilateral organizations, and government agencies, with a focus on digital rights, the creator economy, and public development. Laura has provided strategic counsel to senior leaders in federal agencies, the United Nations, and the World Bank. She holds a Masters in Public Policy from the Goldman School at the University of California, Berkeley.

## Kathleen Corrigan, Fraud Prevention Account Executive, Incognia

Kathleen Corrigan is a Fraud Prevention Account Executive at Incognia. Formerly at Meta, she brings deep experience in digital identity, risk strategy, and platform integrity. At Incognia, she collaborates with leading marketplaces to operationalize location, device, and behavioral intelligence, enabling platforms to detect and prevent repeat fraud at scale while maintaining user privacy and experience.

## Steve Craig, Head of Servicing Strategy, Prove

Steve Craig is an expert in digital identity and has worked in the technology industry for over 20 years. He currently serves as Head of Servicing Strategy at Prove. Steve founded media & education company PEAK IDV and previously held leadership positions at top companies in identity across roles in product, strategy, and sales. Steve is a go-to industry thought leader on topics ranging from identity verification, artificial intelligence, biometrics, fraud, regulatory compliance, and more.

## Travis Dawson, VP Product and Business, Complex NTWRK

A highly skilled technical product manager with over 15 years of experience in senior leadership roles. I have expertise in payments, fraud, legal, and compliance matters, and I am analytical and customer-centric. I excel at leading product teams from conception to delivery and growth for global companies. With an M.B.A/BS in Finance and Management, I am well-equipped to take on any challenge that comes my way.

## Xiuduan Fang, CTO, Precognition Labs, Inc

Xiuduan Fang is a Trust & Safety and platform integrity leader with 17+ years of experience building high-impact enforcement systems at scale. She is currently co-founding Precognition Labs, focused on explainable and accountable Trust & Safety and AI governance. Previously, she led Platform Integrity Engineering at Snap and held Trust & Safety roles at Google, supporting products used by billions of users.

# SPEAKER BIOGRAPHIES

## Julie Fergerson, CEO, Merchant Risk Council

Julie is a payments and fraud prevention expert with over 25 years of experience in the industry. As CEO of MRC, she leads a global community focused on collaboration and best practices in risk management, and is known for her strategic vision and advocacy for secure commerce.

## Drew Fowler, Risk Incident Manager, eBay

Drew has built a career focused on preventing and intervening when things go wrong. After 10 years in law enforcement in Seattle, he joined Amazon's Transportation Operations Management Safety and Compliance team, overseeing safety and regulatory compliance for 15,000 employees across 500+ locations and leading safety efforts through the pandemic. He later helped found the Risk, Intel, Safety, and Security team at Amazon Care. At Avail Car Sharing, Drew served as Sr. Manager and then Head of Trust & Safety, driving losses down by over 90%, developing a new KYC process, and pioneering a fully digital, contactless customer experience. Since July 2025, he has been a Risk Incident Response Manager at eBay.

## Stephen Fusco, DPO and Sr. Counsel, Danone North America

Stephen Fusco is the Data Privacy Officer for Danone North America and Sr. Counsel over Compliance and Corporate Governance for the US, Canada and Mexico. He has deep experience advising tech companies and startups on scaling operations while managing legal, regulatory, and cybersecurity risks. Previously, Stephen served as Senior Director of Legal Affairs and Data Privacy at HopSkipDrive, building a privacy and compliance framework for a national SaaS transportation platform. His career spans leadership roles in SaaS, med-tech, and ed-tech industries, with a focus on practical, business-centered privacy solutions.

## Colin Gardiner, Managing Partner, Yonder

Colin Gardiner is Managing Partner at Yonder, a pre-seed fund backing marketplaces that build new economies. Previously CPO/CRO at Outdoorsy, he scaled the platform to \$3B+ GMV. He writes the Take Rate newsletter for 4,300+ marketplace founders and operators.

## Laura Iannelli, Chief Operating Officer, Divergent Minds Solutions

Laura Iannelli is the Chief Operating Officer of Divergent Minds and an experienced leader in payments, fraud prevention, and risk management. With over 20 years in the financial technology space, she has held leadership roles at JPMorgan Chase and Mastercard, where she built and developed high-performing teams while driving innovation and operational excellence. Passionate about collaboration and solving complex challenges, Laura now focuses on helping organizations navigate the fast-paced and ever-changing landscape of risk and technology.

## Barbara Jones, CEO, Freeing Returns

Barbara Jones is a fintech entrepreneur and retail technology SME specializing in turning high-stakes operational challenges into innovative software solutions. As CEO of Freeing Returns™, Barbara leads a cross-functional organization that sits at the intersection of AI, asset protection, and supply chain. Her leadership journey spans from coding Point of Sale systems for Tier 1 retailers like The Home Depot and TJX Companies to securing seven-figure backing from Serena Williams. Barbara brings a unique perspective to high-velocity markets: how to foster collaboration between technical developers and corporate boardrooms to drive innovation at scale. She is a proud Gulf War Veteran and an advocate for technical leadership within the veteran community.

## Swapna Ketavarapu, Product Manager, Amazon

Swapna Ketavarapu is an AI governance and risk systems leader working at the intersection of data science, product strategy, and human judgment. Her work explores how drift emerges between accurate systems and human interpretation, and how governance frameworks can restore alignment at scale. She is a 2026 Stanford Ethics & Technology Practitioner Fellow.

## Nick Klinka, Director of Actuarial and Underwriting, Roamly

Nick Klinka, Director of Actuarial and Underwriting at Outdoorsy and Roamly, a Lloyd's Coverholder, leverages expertise from CSAA and Allstate to lead actuarial pricing, underwriting, and insurance product development, ensuring data-driven, sustainable solutions for the specialty and mobility markets.

## Kristin Kupiec, Manager, Critical Investigations & LERT, DoorDash

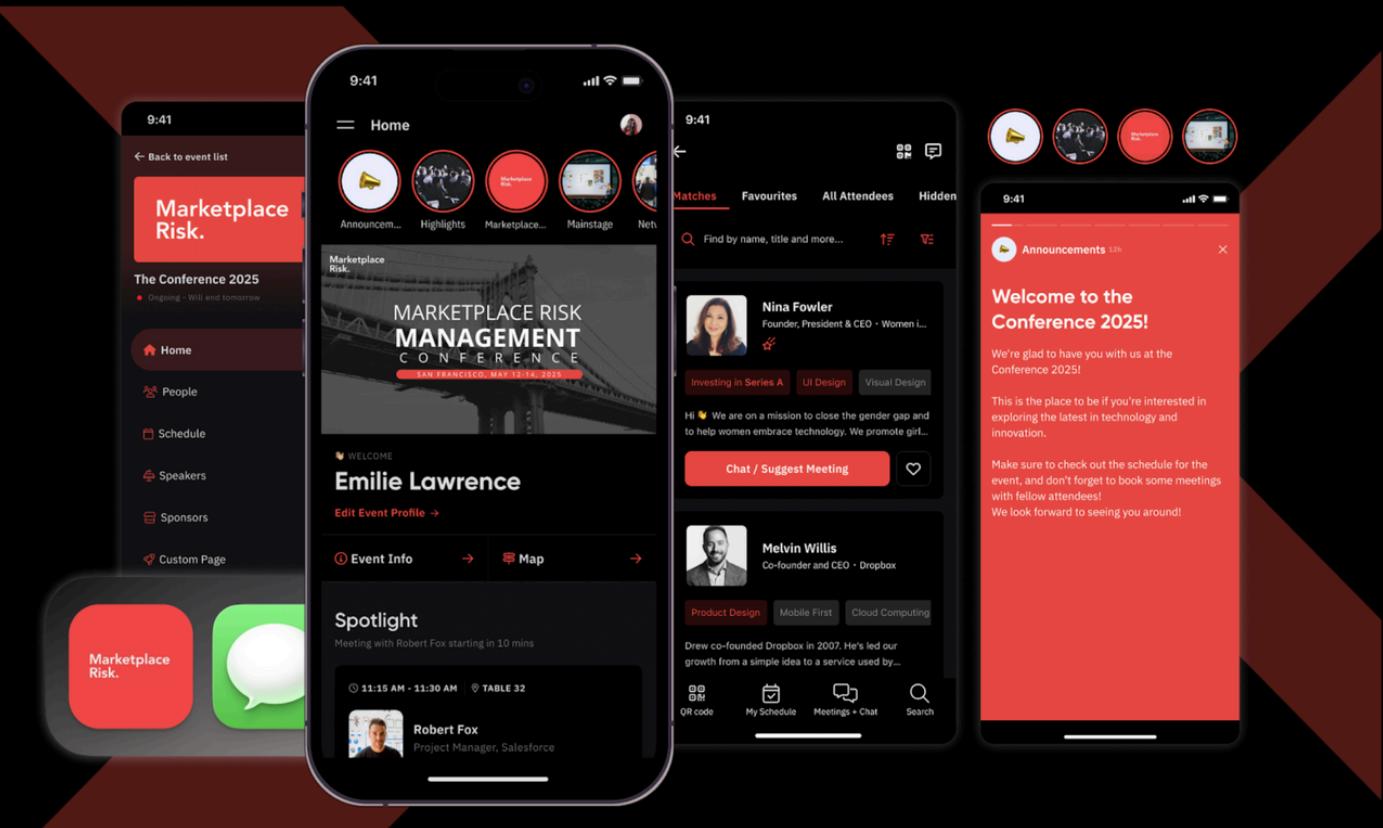
Kristin Kupiec, an expert in customer service and strategic problem-solving, is a visionary leader at DoorDash. Starting as a Dasher in 2017, she transitioned to a full-time role in 2019, becoming the Associate Manager of Community Response. Nicknamed the "Law Enforcement Wizard," she oversees safety teams and manages critical incidents, including T1 Consumer HSL, T2 escalated HSL, and CDMX escalated bilingual support. Kristin excels in crisis response, leading with empathy and fostering a resilient culture. Her commitment to growth is evident through her Accelerated Managers Program graduation.

## Iker Lazlo, Director, Trust & Safety, Outdoorsy

Iker Lazlo is the Director of Trust & Safety at Outdoorsy, overseeing global trust, risk, and safety operations across North America, Europe, and North Africa. He leads policy development, fraud prevention, and enforcement strategy to protect users and ensure platform integrity at scale. Iker partners cross-functionally to drive innovation, regulatory alignment, and a safe user experience worldwide.

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# SPEAKER BIOGRAPHIES

## Chris Mashburn, Chief Operating and AI Officer, Jorie Healthcare Partners

Chris is an experienced executive who drives operational strategy and AI innovation at Jorie Healthcare Partners. With a background spanning healthcare technology, artificial intelligence, and compliance, Chris brings a unique perspective on leadership and transformation in regulated industries.

## Joe Magyer, Managing Partner, Seaplane Ventures

Joe Magyer is the Founder and Managing Partner of Seaplane Ventures. He is also the host of Investing in Startups, a podcast dedicated to the craft of early stage investing.

## Eduardo Pires, Director of Fraud Solutions, Incognia

Eduardo Pires is Director of Fraud Solutions at Incognia, where he leads fraud prevention strategy for digital platforms worldwide. A computer scientist by training and MIT Innovators Under 35 honoree, he brings deep expertise in mobile-first risk, device & location intelligence, and evolving fraud ecosystems.

## Virgilia Pruthi, Senior Director of Product Management, Expedia Group

Virgilia Pruthi is a Senior Director of Product at Expedia Group, leading trust and safety initiatives across global marketplaces. With over 15 years of experience at companies like Amazon, Microsoft, and Audible, she specializes in platform integrity, risk mitigation, and user protection. Passionate about building safer digital ecosystems, she combines strategic leadership with a deep understanding of product development and cross-functional execution.

## Ante Radan, Product Manager, Meta

Ante Radan is a product leader at Meta with over a decade of experience building and operating Trust & Safety and risk systems for large-scale digital platforms. His work focuses on AI-assisted human-in-the-loop systems, global operations, and operational resilience.

## Deana Rich, Co-Founder, InfiniCept

Deana is a visionary payments leader with 30 years of experience in risk management, compliance, and financial operations. As Co-CEO and founder of InfiniCept, she drives growth, strategy, and innovation, revolutionizing the Payment Facilitator experience with advanced underwriting, transaction, and payout tools. A recognized industry authority, she has educated regulators, shaped ETA guidelines, and led multiple professional organizations, including APP. Deana's expertise in governance, compliance, and innovation continues to set benchmarks in the payments industry.

## Jeff Sakasegawa, Trust and Safety Architect, Persona

Jeff Sakasegawa is Persona's Trust & Safety Architect, boasting over fifteen years of extensive experience in the Trust & Safety domain. With a rich professional background that spans renowned companies such as Google, Facebook, Square, and Sift, he has established himself as an authority in Risk Management and Compliance matters. Jeff's expertise is not only shaped by his role as a consultant and product evangelist at Persona but is also firmly rooted in his operational journey as an individual contributor, people manager, and functional lead. His pride in his work extends to his international involvement, having collaborated with teams beyond the United States, including a project-based relocation to Dublin, Ireland for a quarter.

## Sarah Schol, Sr. Manager, Crash Safety & Claims Operations, Uber

Safety leader with nearly 20 years in Trust & Safety and Crisis Response, experienced in building high-performing teams, operationalizing safety programs, and managing complex, high-risk incidents while preserving user trust. Skilled at aligning global teams and partnering across Product, Legal, Claims, and external vendors to ensure policies, tools, and workflows meet top industry standards. Known for operational excellence, analytical rigor, and people-centered leadership that reduces harm and strengthens trust on large consumer platforms.

## Jesse Tayler, Founder, TruAnon Inherently Safe Digital Identity

Learn first-hand about seminal anti-fraud software initiatives that shaped Trust & Safety across industries. Jesse Tayler has a storied career spanning decades of Silicon Valley innovation—from creating the first App Store and geo-based food delivery, to redefining digital identity today. See how early decisions built today's landscape—and how separating identity from authority leads to a safer, more transparent future. Come see the future by knowing the past.

## Angela Vega, Director, Capabilities & Enablement, Expedia Group

Angela Vega builds bold marketing systems that scale. With 13+ years leading teams across FinTech, health, and travel, she turns messy challenges into smart strategy—blending AI, creativity, and operational rigor to unlock modern marketing leadership.

## Leah von Eichel-Streiber, Director of Player Safety Products, EA Games

Seasoned product leader with experience in growth, platform strategy, and Trust & Safety for consumer and marketplace businesses. Skilled in analytics-driven experimentation, funnel optimization, and systems design to drive sustainable growth while protecting user trust. Focused on defining clear success metrics, running disciplined experiments, and collaborating with business, engineering, and data teams to deliver measurable impact. Passionate about end-to-end ownership and scaling business outcomes.

# Marketplace Risk.