YANNIS KOTZIAGKIAOURIDIS
Global CEO, Resolve at Wunderman Thompson MAP

Yanni is the CEO of Resolve at Wunderman Thompson MAP, a technology company backed by the scale of WPP, focusing on the intersection of privacy, personalization and A.I.

Resolve represents the fusion of bold ideas and technology that can help usher in a new era of connecting knowledge across today's data silos. Only then, brands can address the focus on ethics and privacy, the dominance of walled gardens and the new set of people expectations.

At Resolve, Yanni leads a global team of highly collaborative technology, data science, engineering and business experts willing to challenge the status quo and imagine a world where data can create immense value without ever being shared with anyone.

Prior to joining Resolve, Yanni was the Global Chief Data & AI Officer and a member of the Global Operations Committee at Edelman. At Edelman, Yanni was responsible for the 500 strong global data and Intelligence business, overseeing the application of data and AI into the core value proposition of activating Trust to drive customer, societal and organizational value.

Yanni joined Edelman from Wunderman Thompson, where he was most recently global chief analytics officer. At Wunderman Thompson, Yanni was responsible for driving A.I. and machine learning applications into content creation and media activation for some of the largest brands in the world. He established a marketing neuroscience data practice focused on creating customer level cognitive data and innovating in the applications of motivation and emotion signals in effective brand communications.

Prior to joining Wunderman, Yanni was vice president of CRM Analytics and Strategy at Merkle where he worked with some of the biggest direct to consumer brands in the world. His vertical industry experience includes insurance, healthcare, financial services, retail banking, and B2B.

Yanni holds a Business Economics degree from Aristotle University in Thessaloniki, Greece, an MBA from the University of New Haven, and a Post-Master's in Quantitative Analysis from Drexel University.

Yanni currently lives in Dallas with his partner Paul, their two boys Luka and Niko and their cocker spaniel named Ollie. When he is not traveling around the world connecting talent and evangelizing driving empathy with data, he spends time mentoring entrepreneurs in the fields of A.I. and Big Data.