

October 2017



Bringing the Conversation to You

Pylon CEO, Shelby Bonnie

- Co-founder & long time CEO of CNET Networks

- Chairman of IAB & leading innovator in both ad formats & research

- IAB Publisher of the Year, 2006

- Co-founder & CEO of Whiskey Media

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PYLON

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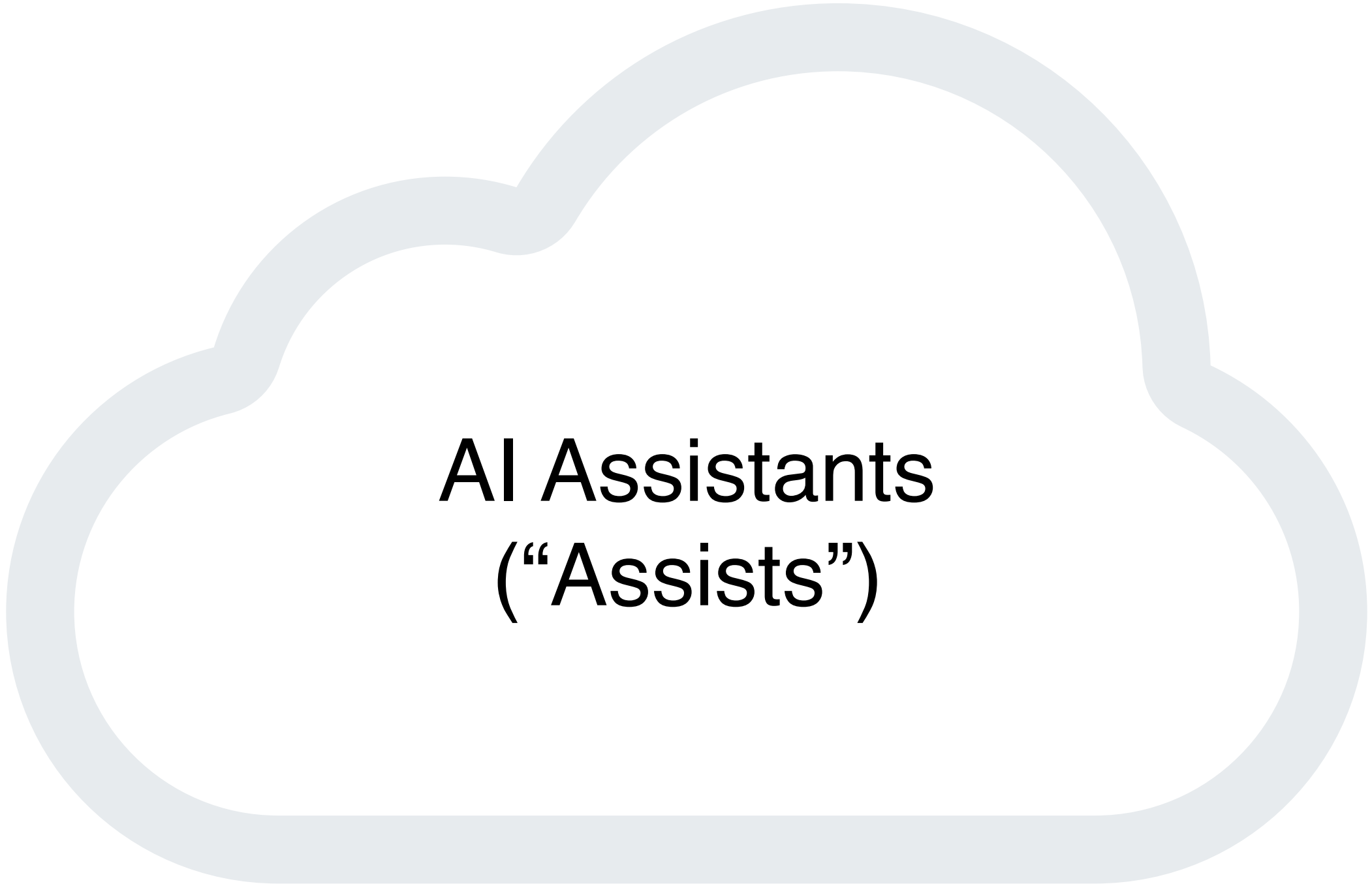








We are experiencing a **dramatic shift** in how customers think about content, advertising, and retail



AI Assistants
("Assists")



AI Assistants
("Assists")



We must **reimagine** customer communications





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shelby@pylon.com