**Ludovica Barontini - Google Marketing Platform Retail Tech Lead**

After the graduation in Management Engineering, she spent her career mostly in Google. She started in 2009 launching the YouTube business in Italy and after a couple of years she moved to the Product team leading the Go To Market for Branding clients. In 2015 she joined the DoubleClick team managing CPG clients and more recently she started to lead the tech activities for the Retail industry, with the main goal to guide Retail clients through their Digital Marketing Transformation.