

May 10, 2024

ROI of Privacy and AI Legal Compliance

Dave Cohen
Myna Partners

Beatrice Botti
DoubleVerify

George Jones
ZoomInfo

Julia Shullman
Telly

Speakers



Dave Cohen

Director
Myna Partners



George Jones

DPO and Head of Privacy
Engagement
Zoominfo



Beatrice Botti

Chief Privacy Officer
DoubleVerify



Julia Shullman

General Counsel &
Chief Privacy Officer
Telly

- **Welcome and Introductions**
- **Showcasing Compliance Statistics as a Differentiator During Sales Discussions**
- **Compliance Representation During M&A Negotiations**
- **Layering AI Governance Requirements on Existing Privacy Assessments for Efficiency**
- **Compliance Pressure as a Driver for Understanding Internal Data Stores and Data Flows – Leads to Increased Business Intelligence**

Questions & Contacts



Dave Cohen

dave.cohen@myna.com

(603) 498 1121



George Jones



Beatrice Botti



Julia Shullman

