

Tuesday, April 22, 2025

Time	Session	Location
4:00 p.m. – 7:30 p.m.	Registration	Grand Ballroom Foyer – 2 nd Floor
5:30 p.m. – 7:30 p.m.	Welcome Reception	Plaza Terrace – 3 rd Floor
	Dinner on your own	

Wednesday April 23, 2025

Time	Session	Location
7:30 a.m. – 3:00 p.m.	Registration Open and Charity Donation Dropoff	Grand Ballroom Foyer – 2 nd Floor
8:00 a.m. – 9:00 a.m.	Breakfast	Plaza Terrace – 3 rd Floor
9:00 a.m. – 9:15 a.m.	Conference Welcome Remarks	Grand Ballroom A-E – 2 nd Floor
9:15 a.m. – 10:30 a.m.	Keynote Address – Sandy Jobin-Bevans & Kylee Evans	Grand Ballroom A-E – 2 nd Floor
10:30 a.m. – 10:45 a.m.	Networking Break – Sponsored by FICO	
10:45 a.m. – 11:30 a.m.	<i>Economic Update</i> Zak Alvarez, Director Research and Consulting, TransUnion	Grand Ballroom A-E – 2 nd Floor
11:30 a.m. – 12:15 p.m.	<i>Business Lifecycle – Know Your Customer, Monitor Your Customer</i> David Adams, Head of Product Marketing-Commercial, Equifax Matt Katz, Credit Risk Specialist, S&P Global Market Intelligence Kevin King, VP Credit Strategy, LexisNexis Risk Solutions	Grand Ballroom A-E – 2 nd Floor
12:15 p.m. – 1:15 p.m.	Lunch	Plaza Terrace – 3 rd Floor
1:15 p.m. – 2:00 p.m.	<i>Navigating the Collections Regulatory Landscape</i> James Schultz, Attorney: Sessions, Israel, & Shartle	Grand Ballroom A-E – 2 nd Floor
2:00 p.m. – 2:45 p.m.	<i>AI in Telecom and Infrastructure</i> Kareem Saleh, Founder & CEO, Fairplay AI Brian Newcomb, Director of Credit Policy and Strategy, AT&T	Grand Ballroom A-E – 2 nd Floor
2:45 p.m. – 3:00 p.m.	Networking Break – Sponsored by FICO	Seville Ballroom – 2 nd Floor
3:00 p.m. – 3:45 p.m.	<i>2025 State of Identity Fraud</i> Blair Cohen, Chief Evangelist & Founder, Authentic ID Simon Marchand, Independent Senior Advisor - Fraud, Identity & Biometrics Tim Maciejewski, VP Global Growth, Authentic ID Laura Welker, Senior Fraud Manager, T-Mobile	Grand Ballroom A-E – 2 nd Floor

3:45 p.m. – 4:30 p.m.	<i>Modernizing Fraud Policies</i> Mike Thibodeaux, VP Fraud Solutioning, Experian Julio Perdomo, Senior Credit Manager, AT&T	Grand Ballroom A-E – 2 nd Floor
4:30 p.m. – 4:45 p.m.	Closing Remarks	Grand Ballroom A-E – 2 nd Floor
4:45 p.m. – 6:00 p.m.	Networking Reception – Sponsored by LexisNexis Risk Solutions	Seville Ballroom Foyer – 2 nd Floor
6:00 p.m. – 8:00 p.m.	Offsite Networking Event at Kemper Museum of Contemporary Art – Sponsored by NeuAnalytics (museum is walking distance from hotel)	

Thursday, April 24, 2025

Time	Session	Location
7:30 a.m. – 3:00 p.m.	Registration Open and Charity Donation Dropoff	Grand Ballroom Foyer – 2 nd Floor
8:00 a.m. – 9:00 a.m.	Breakfast - Sponsored by Equifax	Plaza Terrace – 3 rd Floor
9:00 a.m. – 9:15 a.m.	Conference Welcome Remarks	Grand Ballroom A-E – 2 nd Floor
9:15 a.m. – 10:00 a.m.	<i>Best Ways to Effectively Contact Customers</i> Mick Moss, Senior Director of Product Management, TransUnion Dave Thoms, Co-Founder and COO, KredosAI	Grand Ballroom A-E – 2 nd Floor
10:00 a.m. – 10:15 a.m.	Networking Break – Sponsored by AmSher	Seville Ballroom – 2 nd Floor
10:15 a.m. – 11:00 a.m.	<i>How to Do More with Less</i> Manuel Plascencia, Head of Third-Party Collections, TransUnion Eric Nevels, Senior Director Operations Support, TrueAccord Adam Parks, Founder, Receivables Info Merlin Jensen, President, Complete Recovery	Grand Ballroom A-E – 2 nd Floor
11:00 a.m. – 11:45 a.m.	<i>Four Risk Strategies You Need to Increase ARPU</i> Michael Testa, Partner, Optimization Solutions NORAM, FICO	Grand Ballroom A-E – 2 nd Floor
11:45 a.m. – 12:45 p.m.	Lunch	Plaza Terrace – 3 rd Floor
12:45 p.m. – 1:45 p.m.	Speed Networking	Seville Ballroom – 2 nd Floor
1:45 p.m. – 2:00 p.m.	Networking Break – Sponsored by TransUnion	Seville Ballroom – 2 nd Floor
2:00 p.m. – 2:45 p.m.	<i>How Telcos Can Reduce Consumer Payments Fraud while Increasing Approval Rates</i> Brady Harrison, Head of Strategy and Execution, Equifax Digital Solutions	Grand Ballroom F-G – 2 nd Floor
	<i>Opt-Out or Consent Revocation – How Technology Can Help You with the FCC's New Rules</i> Todd Pierce, VP Strategy and Analytics, Harris and Harris Jeff Endebak, General Counsel & Chief Compliance Officer, Harris & Harris	Grand Ballroom A-E – 2 nd Floor
2:45 p.m. – 3:30 p.m.	<i>How AI is Sabotaging Your Cure Rates—and What to Do About It</i>	

TRMA Spring 2025 Conference Agenda April 22-25, 2025

	Dean Skelton, CTO, Symend	Grand Ballroom A-E – 2 nd Floor
3:30 p.m. – 4:15 p.m.	Business Affiliate Meeting	Grand Ballroom A-E – 2 nd Floor
	Voting Member Meeting	Grand Ballroom F-G – 2 nd Floor
4:15 p.m. – 4:30 p.m.	Closing Remarks	Grand Ballroom A-E – 2 nd Floor
4:30 p.m. – 6:00 p.m.	Closing Reception	Plaza Terrace – 3 rd Floor
6:30 p.m. – 8:30 p.m.	Offsite Networking Event – No Other Pub -Sponsored by – SentiLink (<i>transportation provided starting at 6:00 pm</i>)	



Restaurants within walking distance on the Country Club Plaza

Café Trio

Capital Grille

Cheesecake Factory

Coopers Hawk Winery

Gram and Dun

Grand Street Café

Jack Stack BBQ

Kona Grill

PF Chang's

O'Dowd's Gastropub

Potbelly Sandwich Shop

Rye

Season's 52

Shake Shack

Stockhill Steakhouse

True Food Kitchen

Directions to the
Kemper Museum of Contemporary Art
Off Site Networking Event
Wednesday April 23 6-8 PM

Sponsored by **NEU**
ANALYTICS

1. Exit the main entrance of the hotel.
2. Turn left onto Main Street.
3. Turn left onto 45th Street (the first street).
4. The museum will be on your left—look for the giant spider sculpture in front.

