

*Cindy Deng,
Managing Director, International, App Annie*

Cindy brings more than 18 years of sales and product experience in digital advertising, data management, data analytics, and enterprise technologies. In her most recent role at Turn, she was responsible for the overall P&L, strategies, and daily operations of Turn's business in Asia-Pacific. She has advised, sold, and implemented programmatic buying, data management and advanced analytics solutions for major Fortune 1000 companies across the CPG/FMCG, auto, finance, travel, and technology industries.

Prior to Turn, Cindy was Senior Director of Advertising Sales and Marketplaces for Yahoo!'s Asia Pacific operations, where she was responsible for the growth and monetization of the search and performance display businesses. In that role, Cindy developed the region's advertiser, publisher, and product strategies and drove end-to-end go-to-market plans for global and regional initiatives. Previously, she also led product management, business strategy and product marketing initiatives for Yahoo! Asia's advertising products.