

## True Grit: Embracing Technological Innovation and Disruption in Uncertain Times

### During SXSW

Wax Myrtle's, Austin, Texas

03.15.2023

### Wednesday, March 15, 2023

3:15 p.m. - 3:30 p.m. Registration

3:30 p.m. - 4:30 p.m. Panel Presentation

4:30 p.m. - 6:00 p.m. Cocktail Reception

### Wax Myrtle's at Thompson Hotel

Innovation Bridge Europe House

506 San Jacinto Boulevard

Entrance East 5th Street

Austin, TX 78701

Website | Direction

5 walking minutes from the Convention Center.

### Join Sheppard Mullin during SXSW for True Grit: Embracing Technological Innovation and Disruption in Uncertain Times

[Click here to register.](#)

In the ever-changing technological landscape, businesses can no longer rely on the old adage "if it ain't broke, don't fix it". Each of our panelists have a long, storied history operating at senior levels in the media, entertainment and technology industries and embracing innovation. We will focus on each individual's experiences keeping pace with the latest tech, their need to be highly nimble, iterate and pivot with changes. Our panelists will share notable learnings/take-aways from innovation successes and failures and how those experiences influence their current strategies and overall tolerance for risk.

Presented by:

- Alex Kisch, EVP Business Development & Affairs/General Counsel, Vevo
- Jeff Yapp, Executive Chairman, eResonate Media
- Daniel Schnapp, Partner, Sheppard Mullin

- Alexis Robinson (moderator), Partner, Sheppard Mullin

**Questions?** Please contact Belinda Ashong via email.

## Attorneys

Alexis Robinson

Daniel E. Schnapp

## Practice Areas

Entertainment, Technology and Advertising

## Industries

Music