Shawn McGahee

Head of Industry: Home and Consumer Services

Shawn McGahee is Head of Industry for home and consumer services at Google, where he manages a large set of advertising clients including Apts.com CoStar Realty Group, Rollins Pest Control (Orkin), Carfax, Autotrader, and Kelly’s Blue Book.

Day to day, he oversees a team dedicated to helping Google clients optimize their use of Google products and services – particularly analytics.

Shawn holds an MBA from Scheller and was the GEMS Marketing chair. Additionally, Shawn taught a course called ‘Digital & Social Analytics’ as an adjunct professor.

Overall, he has over 13 years of experience using advanced analytics to help F500 companies define brand strategy, optimize digital marketing investment, and generate $MM revenue growth. Former clients include

Prior to Google, Shawn worked at Moxie, VML, AT&T, and Triad Digital Media Group. Former clients include Walmart, Verizon, CVS, Nike, Wells Fargo, and more.
Troy Treangen
General Manager of Nielsen Strategic Verticals team, which includes our Pet, Cannabis, BevAl, and Technology verticals

The Nielsen Strategic Verticals Team is focused on the critical importance of Analytics and Technology for driving self-service, automation, and action-ability. Those outcomes are enabled by having frictionless access to data, powered by analytical models, and managed by high quality experts.

Troy's background has been in a variety of different leadership roles in general management, client success, analytics, and information technology. He graduated with a Computer Science degree, and was a technologist for the first 10 years of his career, but quickly migrated into more Commercial roles. Before Nielsen, Troy worked at Deloitte Consulting (implementing data lakes/analytics platforms for many clients), Hewlett Packard (implementing cloud solutions), IRI (leading client relationships), and ConAgra Foods (developer & category management).

Liz Di Maria (Scheller EvMBA ’15)
Director of Client Communications for Nielsen’s U.S. Connect

Liz Di Maria is the current Director of Client Communications for Nielsen's U.S. Connect (CPG manufacturing and retail) business since June 2019, helping communicate through our commercial teams on how our clients can realize the full value and power of Nielsen data and insights to realize growth. She consults on communication strategies around new product launches, key company initiatives and rapid response with internal client-facing stakeholders.

Prior to that, she had 11 years of Client Success/Client Service experience at Nielsen, working with clients in the manufacturing space across a variety of industries from Food and Beverages to Health and Beauty Aids and Pet in Atlanta and Boston. Most recently, she led a mid-size manufacturing client based out of Boston as the onsite account lead. Liz is also an Evening MBA alum of Scheller, graduating in 2015. Prior to Scheller, she graduated from Emory University's BBA program with majors in Marketing, Communications and Spanish. The intersection of consumers, technology and data has always been a passion for her - and one of the reasons she chose to go to Georgia Tech for her MBA.
Jared Dent
Senior Director, Marketing Strategy and Operations

Jared Dent is a Senior Director for Turner Sports where he oversees the Marketing Technology and Operations teams, along with leading consumer data and analytics strategies for the organization. After spending nearly 15 years working in marketing for major sports brands and media companies, Jared has built an expertise in the marketing funnel. From awareness to conversion, he has worked to implement and manage the technology that drives and measures those marketing efforts.

Jared’s experience has spanned working on numerous sports brands including the NBA, PGA, NCAA, MLB, Bleacher Report, Sports Illustrated, NASCAR and media brands including TBS, TNT, NBA TV, Boomerang and Filmstruck.

Jared holds a BS in Management with a certificate in Operations from Georgia Tech.
Darryl Cobbin
Managing Partner and Host Brands, Beats and Bytes

Former corporate roles include EVP Marketing (20 Century Fox Films), CMO/VP (Boost Mobile), VP Sprite Brand Business Unit, VP Advertising & New Media, VP Entertainment (The Coca-Cola Company).

- Brandweek Magazine Marketer of the Year
- Led Sprite Brand to become the fastest growing beverage in the world following re-positioning. Re-defined big company marketing.
- Led Boost Mobile from 500,000 - 4.5 million customers in 36 months.

Larry Taman
Managing Partner, Co-Host and Executive Producer of Brands, Beats, and Bytes

Larry has been leading at the intersection of brands, media, and technology. He started his career in brand management working on such brands as Chivas Regas Scotch, Martel Cognac, Tropicana Pure Premium, and Powerade. He then veered into focusing on media and technology working as a consultant to help entities such as ABC, Adobe, AMEX, Paramount, TNT and more strengthen emotional connections between their brand and target customer.

- Led brand launch of Powerade, one of most successful brand introductions in Coca-Cola Company history
- With Tropicana Pure Premium, led launch of Grovestand, most successful brand extension in history of Tropicana Pure Premium brand
- Repositioned ABC brand which was successfully deployed for many years and helped spawn hit programs such as Grey’s Anatomy, Scandal and more
- Provided Paramount key insights to help propel the movie Transformers 4 to #1 at box office
- With the Golf Channel, provided valuable insights and helped integrate key learnings into helping the program Golf Central realize a 50% ratings increase and the Big Break realize a 13% ratings increase.
Malissa "Mali" Hunter is music industry leader, executive producer, brand marketer and Emmy and Grammy nominated artist. She is a renaissance woman with a reputation for results in the entertainment industry. Mali serves as the Chief Operating Officer/Partner at the world-famous Tree Sound Studios, the largest and most unique studio in the country. The 22,000 square foot eco conscious studio is known as the preferred space for top artists across all genres.

As an executive producer and producer, she is known for her “midas touch” with some of the industry’s most successful artists. She has been thanked and credited for her work of guiding the careers of artists like J.Cole, T.I., David Banner, Chris Brown, Carly Simon, Usher, Drake, Rick Ross, Future, Rae Sremmurd, Wiz Khalifa, Lenny Kravitz and a plethora of other artists that trust and respect her vision. Her advocacy and altruistic work with celebrities within the walls of the world-famous Tree Sound Studios has also helped support and shape a new generation of artists, managers, and sports/entertainment VIPs.

As President/Owner of The Retnuh Agency, Mali’s expertise in brand management and experiential marketing has helped bring national and worldwide exposure to artists and brands. Being at the epicenter of where some of the most popular music is created, she has been an invaluable source for those who desire to embrace and understand the culture. Mali and the Retnuh team specialize in joining artists and brands together to find synergies while creating unique and one of a kind content. Currently, The Retnuh Agency is on retainer with Coca-Cola and Beam Suntory as an exposure specialist within the African-American market. Mali’s is also an ambassador for Toyota, Constellation Brands, Cholula Hot Sauce and Courvoisier.

As a celebrity chef, cooking for her clients is just one of the selfless things that she does to make everyone at Tree Sound feel at home. She focuses on organic cuisine and spreading the message of clean eating, health and wellness. Her famous #ChefMali dinners were created in 2005 to merge her celebrity friends with the press and media during her coveted listening events and book signing parties. Her sought after events and recipes have also been seen on Oprah's Own Network, A&E’s Emmy Award nominated “Born This Way’ and NBC's ATL&Co.

Mali is also known for her philanthropy and connecting celebrities with non-profits and charitable causes. She has contributed and worked alongside Richard Branson’s “Necker Open and Necker Cup”, Guy Laliberte’s “One Drop Foundation” with Cirque du Soleil, The Children’s Hospital of Atlanta, The Foster Kids of America, Wednesday's Child, Mark Ruffalo’s 100 is Now “Clean Energy
for All” campaign and many more. Through their efforts, Mali and her community have been able to help raise millions of dollars to uplift and change lives worldwide.

(Instagram, Snapchat and Twitter: @IAM_MALI)