AGENDA

Generative AI in Action: Enterprise Value Creation

Executive Event

SPEAKERS

Badrish Prakash
Global Head of Alliances
Tiger Analytics

Seena Ganesh
VP, Engineering
Staples

Jason Weinstein
Director Business Development
Tiger Analytics

Gagan Singh
Regional Sales Head
Tiger Analytics

Shadaab Kanwal
MD - Digital, Data, and Analytics
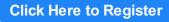Charles Schwab

Marc Mackey
Global IT Director
Nike

Ting Zou
Director, Global Tech Operation
TikTok

Shubham Kulshrestha
Generative AI Partner Go-To-Market
AWS

Jimmy Shah
Title: Principal GTM Specialist, SageMaker AI
AWS

Click Here to Register

📅 **April 24, 2025**

Pacific Time

Welcome & Registration

10:00 AM-10:45 AM

Opening Remarks

10:45 AM-11:00 AM

KEYNOTE

11:00 AM-11:30 AM

Generative AI in Action: Enterprise Value Creation

Explore the practical application of generative AI, particularly within enterprise settings using platforms from some of the leaders in the space. It critically examines the prevailing trend of deploying excessively large language models (LLMs), arguing that a "one-size-fits-all" approach may not optimize value creation. Instead, it advocates for a shift towards customized generative AI strategies, emphasizing the importance of tailoring LLM scalability and customization to specific organizational needs. By questioning the default "XL" approach, this work highlights the potential pitfalls of over-engineered AI and underscores the necessity of nuanced, personalized solutions for achieving optimal performance and alignment with unique enterprise objectives.

CHAIR   PANELISTS

Shubham Kulshrestha
Generative AI Partner
Go-To-Market
AWS

Break

11:30 AM-11:45 AM

CHAIR

PANEL

11:45 AM-12:30 PM

Beyond the Hype: Navigating the Challenges and Opportunities of Generative AI Implementation

Generative AI offers huge potential, but successful implementation requires navigating key challenges. Data bias, computational costs, ethical concerns, and workflow integration are significant hurdles. However, automation, personalization, accelerated R&D, and enhanced creativity present transformative opportunities. Organizations must prioritize data quality, responsible AI, and strategic use cases to move beyond the hype and realize generative AI's true value.

Jason Weinstein
Director Business
Development
Tiger Analytics

Lunch Break & Networking Hour

12:30 PM-1:15 PM

CHAIR

Closing Remarks

1:15 PM-1:45 PM

CHAIR

TOGETHER WITH