

# AGENDA

The Future of Marketing Transformation & Data Privacy

## Executive Dinner

### SPEAKERS



**Fox Ahmed**  
Global Head of  
Cybersecurity &  
Technology and Data  
Protection  
Regulatory Risk  
[BNP Paribas](#)



**Sapna Kandukuri**  
Marketing  
[LSEG \(London Stock  
Exchange Group\)](#)



**Nora Zukauskaitė**  
Integrated Marketing  
Director  
[TikTok](#)



**Alina Serous**  
Head of Digital  
Marketing  
[Ecommpay](#)



**Irene Marbán  
Álvarez**  
Sales  
[AWS](#)

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### THE FUTURE OF MARKETING TRANSFORMATION & DATA PRIVACY



**November 11, 2025**

6:00 PM-9:30 PM

United Kingdom Time

This private gathering will explore the future of marketing transformation, the evolving role of data privacy and regulatory changes, and how organizations are adapting to a rapidly shifting MarTech landscape. As technology continues to reshape customer engagement, measurement, and strategy, this dinner offers a unique opportunity to exchange ideas, gain fresh insights, and connect with peers driving innovation in the field. Enjoy a world-class dining experience while engaging in thought-provoking conversations with top executives and industry experts. Discuss key challenges, or stay ahead of emerging trends, this event is designed to inspire, inform, and foster high-value connections.

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