

# AGENDA

Executive Event

# Journey to Generative AI

## SPEAKERS



**Balaji Srinivasan**  
Automotive Sector  
Head, Americas  
DXC Technology



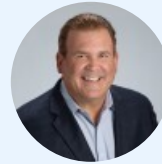
**Yuriy Shvalik**  
Luxoft Automotive  
Solutions Americas  
DXC Technology



**Scott Bendle**  
Chief Information  
Officer  
Rigaku Americas  
Corp



**Hans Vargas-Silva**  
Data Protection  
Lead- Cybersecurity  
Governance  
Marathon Petroleum  
Corporation



**Kirk Gutmann**  
SVP Technology &  
Innovation  
Siemens



**Prathamesh Nimkar**  
Senior Data Cloud  
Architect  
Snowflake



**Greg Sloyer**  
Industry Principal,  
Manufacturing  
Snowflake



**Jordan Tauriainen**  
AWS Automotive  
Partner Strategy  
Lead  
AWS



**Pradyut Bafna**  
Americas Leader -  
GenAI and Machine  
Learning ISV Partners  
AWS



**Pete McEvoy**  
Head of Data and AI  
for the Americas  
DXC Technology

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October 16, 2024

Eastern Time

## Welcome & Registration

8:30 AM-9:20 AM

## Opening Remarks

9:20 AM-9:30 AM

## Generative AI Adoption Trends and Key Use Cases

9:30 AM-9:50 AM

Achieving success with generative AI requires a modern data strategy focused on aligning mindset, people/process, and technology. Customers will learn key elements of an effective data strategy, including a customer-centric mindset, empowered teams, and a scalable data architecture enabled by cloud services like AWS Bedrock and other AWS generative AI offerings to fuel secure and governed generative AI applications. By building these foundational capabilities, organizations can harness the power of generative AI to create business value.

### PANELISTS



**Pradyut Bafna**  
Americas Leader -  
GenAI and Machine  
Learning ISV Partners  
[AWS](#)

## Innovation Showcase

9:55 AM-10:35 AM

### PANELISTS



**Yuriy Shvalik**  
Luxoft Automotive  
Solutions Americas  
[DXC Technology](#)



**Prathamesh Nimkar**  
Senior Data Cloud  
Architect  
[Snowflake](#)

## Networking Break

10:35 AM-10:55 AM

# Navigating the Generative AI Landscape

10:55 AM-11:50 AM

Let's explore the transformative potential of Generative AI, guided by insights from cloud experts and industry leaders. We'll delve into real-world examples of AI innovations, strategies for C-level executives to integrate AI successfully, and best practices for enhancing customer experiences and driving business growth. Our discussion will also cover the most anticipated advancements in Generative AI over the next 12-24 months and their potential impact on businesses. Additionally, we'll address the ethical and regulatory considerations surrounding AI use, and examine the build vs. buy decisions executives face when choosing AI solutions.

## CHAIR



**Pradyut Bafna**  
Americas Leader -  
GenAI and Machine  
Learning ISV Partners  
[AWS](#)

## PANELISTS



**Jordan Tauriainen**  
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[Snowflake](#)



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Head of Data and AI  
for the Americas  
[DXC Technology](#)

## Executive Roundtable Lunch

11:50 AM-1:00 PM

## Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH



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