# AGENDA

Journey to Generative AI: Build Business Value at Scale

# Executive Dinner

## SPEAKERS
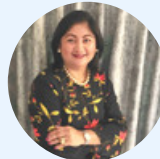
**Mel Reyes**
CEO, Leadership Advisor
Elite Technical Concierge

**Joseph Zhou**
Global Head of Security Engineering and Architecture
Shein

**Robert Pelayo**
Senior ERP Project Director
Los Angeles Unified School District

**Roselle Dela Cruz**
VP IT, Americas & EMEA
PLDT

**Hari Tatrakal**
Director - Cloud Data Services
Live Nation Entertainment

**Milind Waikul**
Sr Manager, Architecture
Mattel

**Sameer Nandan Bhavanibhatla**
Director, Data & Analytics Engineering
Guitar Center

**Rakesh Mekala**
CDO
DIRECTV

**Ramnath Iyer**
EVP Application Development
PennyMac Financial Services

**David Ferrell**
CISO
Department of Health Care Access and Information

**Milind Waikul**
Sr Manager, Architecture
Mattel

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## JOURNEY TO GENERATIVE AI: BUILD BUSINESS VALUE AT SCALE

**November 14, 2024**
5:30 PM-9:00 PM
Pacific Time

In a rapidly evolving world where Generative AI holds immense potential, yet requires careful safeguarding, it's crucial for

organizations to remain focused on solving business priorities. Enterprises need a modern data strategy and an AI strategy to innovate rapidly with generative AI at scale. This event provides an overview of addressable use cases for generative AI, the approach to mobilizing and scaling business value, how to think holistically about data and AI, and considerations for technology, people, process, and mindset.

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