

# 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



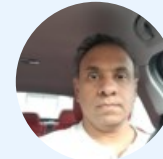
**Robert Pelayo**  
Senior ERP Project  
Director  
Los Angeles Unified  
School District



**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



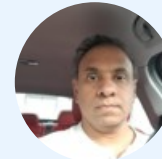
**Rakesh Mekala**  
Director - Data  
Product  
Management  
DIRECTV



**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.

