

AGENDA

Half Day Luncheon

Simplify to Scale: The Smart Way to Unclutter IT and Accelerate Business Agility

SPEAKERS



Shiva Narayan
CTO
[iBANK](#)



Krishnan Chandrasekharan
Director IT Architect
[IQVIA](#)



Andy Perryman
Independent Advisor
- AI, Digital Assets &
Capital Markets
Product
[Digital Board Advisory](#)



Ross Surplice
Lead - Account
Executive
[Freshworks](#)



Germaine Broadbent
Senior Sales
Executive - Business
Development
[MarXtar](#)



Dan Mills
Senior Service
Management
Consultant
[MarXtar](#)



Wendy Ng
Business Information
Security Officer
[Marks and Spencer](#)



Minu Ali
CISO
[The Francis Crick Institute](#)



Anatoly Klepikov
AWS Senior Partner
Solutions Architect
[AWS](#)



Elvys Nunes
Global Head of
Category Insights &
Analytics
[Reckitt](#)

[Click Here to Register](#)



June 17, 2025



June 17, 2025

United Kingdom Time

Welcome & Registration

8:30 AM-9:20 AM

Opening Remarks

9:20 AM-9:30 AM

Reimagining ITSM for the Modern Enterprise: Simple, Smart, Scalable

9:30 AM-9:55 AM

As IT continues to evolve from a support function to a strategic driver of growth, the need for intuitive, agile, and scalable solutions has never been greater. In this session, Freshworks explores how organizations can break free from legacy complexity and reimagine ITSM with modern, AI-powered service delivery.

Discover how businesses use Freshservice to reduce friction, improve agent productivity, and delight end users - all while easily scaling.

PANELISTS



Ross Surplice
Lead - Account
Executive
Freshworks

Unlocking Agility with the Cloud: Scaling Secure, Smart, and Simple IT

10:00 AM-10:25 AM

As the foundation of digital transformation, AWS helps businesses of all sizes modernize operations, improve time-to-value, and unlock agility. In this keynote, AWS shares how cloud-native technologies enable faster innovation and seamless integration across IT ecosystems.

Learn how to accelerate business outcomes through scalable infrastructure, security, and partner-powered solutions that simplify complexity and amplify growth.

PANELISTS



Anatoly Klepikov
AWS Senior Partner
Solutions Architect
AWS

Networking Break

10:25 AM-10:55 AM

ITSM, But Make It Easy!

10:55 AM-11:45 AM

Let's face it - traditional ITSM can be clunky, complex, and a major roadblock to business agility. It's time for a smarter, simpler approach. Join us for an engaging conversation on how organizations are transforming IT operations by embracing intuitive, cloud-native tools that just work. Whether you're scaling your service desk, unifying workflows, or automating the boring stuff, this session is your blueprint to doing ITSM the easy way.

Expect real stories, practical takeaways, and fresh perspectives - minus the jargon.

PANELISTS



Dan Mills
Senior Service
Management
Consultant
[MarXtar](#)



Ross Surplice
Lead - Account
Executive
[Freshworks](#)



Germaine Broadbent
Senior Sales
Executive - Business
Development
[MarXtar](#)



Anatoly Klepikov
AWS Senior Partner
Solutions Architect
[AWS](#)

Executive Networking Lunch

11:45 AM-1:00 PM

Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH

