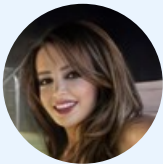


# AGENDA

Journey to Generative AI: Build Business Value at Scale

## Executive Event

### SPEAKERS



**Samaneh Movassaghi**  
Principal AI Scientist  
(Technical Lead)  
[Vanguard](#)



**Awais Bajwa**  
Head of Data & AI  
Banking  
[Bank of America](#)



**Musetta So**  
Executive Director  
[Wells Fargo](#)



**Troy O'Brien**  
Alliance  
Development  
Director, AWS  
[AI21 Labs](#)



**Amit Singh**  
WW Head of GTM &  
Use Cases,  
Generative AI & ML  
Partnerships  
[Amazon](#)



**Sweta Sinha**  
Executive Director,  
Data Products  
Platform  
[JPMorgan Chase](#)



**Neha Vyas**  
Director of Product  
[Visa Inc](#)



**Shadaab Kanwal**  
MD - Digital, Data,  
and Analytics  
[Charles Schwab](#)



**Sachin Vaidya**  
CIO  
[Heritage Bank of  
Commerce](#)



**Steve Zalewski**  
Former CISO  
[Levi Strauss & Co.](#)

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



**November 04, 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.

