

AGENDA

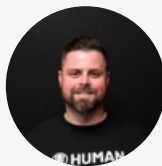
Agentic Commerce: How to Safely Unlock Revenue from Agentic AI

Executive Dinner

SPEAKERS



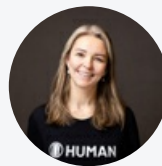
Sigal Gino
Director Cloud
Engineering
WPP Media



John Searby
Chief Operations
Officer
Human Security



**Christian
Hernandez**
Director of Sales &
Strategic Accounts
Human Security



Aida Rives
Vice President -
Americas Sales
Human Security



Kodjo Hogan
BISO
TD



Peter Tse
Executive Director -
Head of IT Security
Natixis CIB Americas



Douglas Shin
CISO
ABCNY

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AGENTIC COMMERCE: HOW TO SAFELY UNLOCK REVENUE FROM AGENTIC AI



October 07, 2025

5:30 PM-9:00 PM

Eastern Time

The rise of commercial agentic AI promises powerful new revenue opportunities for online merchants by enabling automated discovery and transactions, but it also brings new security challenges. This keynote examines how AI agents are already reshaping how people interact and transact on the web, highlighting both the opportunities for growth and the risks posed by excessive agency, fraud, and manipulation. We'll provide practical strategies for achieving granular visibility and control over agentic behavior. You'll leave with the confidence to harness agentic AI as a trusted revenue channel, safely driving growth and strengthening consumer trust.

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