

# AGENDA



## From Intuition to Impact: Experimentation and AI in the Next Era of Media & Gaming

# Executive Dinner

### SPEAKERS



**David Or**  
VP of Product  
Engineering  
Arkadium



**John Bourous**  
GTM  
Snowplow



**Jennifer Scheerer**  
Executive Director,  
Games Product  
Design  
The New York Times



**Michael Puterbaugh**  
Sr Director Media  
Technology  
A+E Global Media



**Jose Castro**  
Sr. Director, Strategy  
& Insights  
TelevisaUnivision



**Monish Datta**  
Product Marketing  
Lead | North America  
TikTok

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### FROM INTUITION TO IMPACT: EXPERIMENTATION AND AI IN THE NEXT ERA OF MEDIA & GAMING



**January 28, 2026**

5:30 PM-9:00 PM

Eastern Time

How do today's leading media, entertainment, and gaming companies balance bold innovation with measurable results? In this executive roundtable, we'll explore how leaders are harnessing AI, real-time personalization, and new monetization models—while grounding their bets in experimentation and incrementality. Join us to discuss how data-driven strategies are shaping customer engagement, unlocking new revenue streams, and future-proofing experiences across platforms. Expect candid conversations, lessons learned, and practical insights you can bring back to your organization.

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