

AGENDA

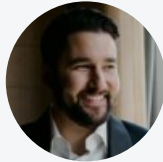
From Intuition to Impact: Experimentation and AI in the Next Era of
Media & Gaming

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 Networks



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 incrementally. 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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