

# AGENDA

From Contact Center AI to Connected CX: Orchestrating Every Interaction

## Virtual Council

### SPEAKERS



**Mohamed Afifi**  
RVP, Global AWS  
Alliance GTM  
Zendesk



**Elsa Wilson**  
VP, Partner  
Development and  
Strategy  
TEEC Digital



**Elizabeth Johnson**  
Global Director,  
Data Integrity &  
Strategic  
Governance  
Ipsos



**Laurent Pierre**  
SVP, Global  
Customer Support  
Precisely



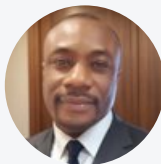
**Naga Eskala**  
Director of Data  
Science & AI  
Carelton



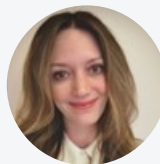
**Lauren Ellison**  
Global Brand  
Director - Marketing  
Transformation,  
Johnnie Walker  
Diageo



**Michael Derrenbacher**  
Director Business  
Analytics &  
Engineering  
Bank of America



**Emmanuel-Désiré Abbey**  
IT Procurement  
Transformation &  
VMO CoE Leader  
Kimberly-Clark



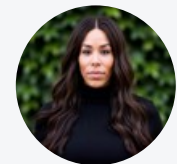
**Brenna Loufek**  
Director of AI,  
Regulatory &  
Quality  
Mayo Clinic



**Phani Rayudu**  
Sr. Technology  
Leader/Head of  
Compliance  
Platforms  
Walgreens



**Anthony Huffman**  
VP IT Digital  
Manufacturing  
Georgia Pacific



**Theresa Garner**  
Global ISV Partner  
Strategy &  
Acceleration,  
Productivity  
Applications  
AWS

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# FROM CONTACT CENTER AI TO CONNECTED CX: ORCHESTRATING EVERY INTERACTION



April 15, 2026

3:00 PM-4:15 PM

Eastern Time

This virtual panel brings together two powerful forces reshaping customer experience: AI-driven contact center transformation and end-to-end CX journey orchestration. As customer expectations rise and interactions span marketing, sales, and service, organizations must move beyond siloed automation toward a unified, intelligent experience strategy. Panelists will share real-world examples of how AI-powered agent assist, virtual agents, conversation analytics, and real-time decisioning can reduce cost per interaction, resolve issues faster, and elevate service quality—while connecting each interaction into a seamless customer journey.

The discussion will focus on practical lessons for breaking down organizational silos, identifying high-impact use cases, and integrating AI across existing platforms to scale securely and effectively. Attendees will leave with actionable insights on moving from isolated pilots to cohesive, brand-aligned strategies that orchestrate channels and teams in real time—transforming both the contact center and the broader CX ecosystem into a connected engine for loyalty, efficiency, and measurable business growth.

## CHAIR

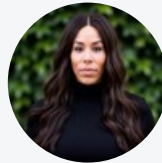


**Michael Derrenbacher**  
Director Business Analytics & Engineering  
Bank of America

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**Theresa Garner**  
Global ISV Partner Strategy & Acceleration, Productivity Applications  
AWS



**Elsa Wilson**  
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TTEC Digital



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Sr. Technology Leader/Head of Compliance Platforms  
Walgreens



**Anthony Huffman**  
VP IT Digital Manufacturing  
Georgia Pacific

TOGETHER WITH

