

AGENDA

The New Economics of Financial Services CX: From Insights to Impact: An
Executive Leadership Forum

Executive Event

SPEAKERS



Dmitry Binkevich
Global Head of
Industries
Qualtrics



Tej Luthra
Head of STRAT
Data/GenAI SSAs
AWS



Ilana Boyum
XM Solutions
Strategist
Qualtrics



Max Waldron
Partner
Bain & Company

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October 23, 2025

Eastern Time

Lunch & Registration

12:30 PM-1:20 PM

Opening Remarks

1:20 PM-1:30 PM

The New Economics of Customer Experience in
Financial Service

1:30 PM-2:15 PM

Explore how leading financial institutions are redefining customer experience transformation using AI-driven engagement strategies. Learn about the new rules of engagement and the financial opportunity to getting this right.

PANELISTS



Max Waldron
Partner
Bain & Company

Accelerating CX Innovation: AI-Powered Experience Management in Action

2:15 PM-3:15 PM

Learn how Fiserv leverages AWS's machine learning capabilities and Qualtrics' experience management platform to unlock deeper customer insights and drive personalization at scale.

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Qualtrics

Networking Break

3:15 PM-3:30 PM

Orchestrating Enterprise-Wide CX Transformation

3:30 PM-4:15 PM

Senior leaders share practical strategies for driving organizational change, breaking down silos, and creating a customer-centric culture. Discussion will focus on overcoming common barriers and measuring transformation success.

CHAIR



Dmitry Binkevich
Global Head of
Industries
Qualtrics

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Final Thoughts

4:15 PM-4:30 PM

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