

# AGENDA

From Dashboards to Decisions: How AI Is Rewriting the CMO Playbook for Growth

## Executive Dinner

### SPEAKERS



**Nicholas Wright**  
Senior Manager,  
Marketing  
Intelligence and  
Effectiveness  
Raymond James Ltd.



**Piyush Paul**  
Senior Director, Head  
of Market Analytics,  
Commercial Strategy  
Moody's Analytics



**Karim Mishriki**  
MD, Digital Investing  
Marketing Delivery  
and Wealth Digital  
Acquisition  
BMO



**Gustavo Garcia-  
Castillo**  
Global Head of Social  
Media & Brand  
Marketing  
Manulife Wealth &  
Asset Management



**Anthony V. Lambie**  
AVP Marketing  
Technology  
TD Bank



**Hitender Sachdeva**  
Head Merchant  
Service, Products and  
Payments  
Scotiabank

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### FROM DASHBOARDS TO DECISIONS: HOW AI IS REWRITING THE CMO PLAYBOOK FOR GROWTH



February 25, 2026

5:30 PM-9:00 PM

Eastern Time

Marketing leaders are at an inflection point. AI is no longer just improving analysis. It is beginning to influence decisions, automate execution, and change how growth is delivered. Yet many teams are finding that without the right data foundation and operating model, AI investments fail to translate into real business impact.

This invite-only CXO roundtable brings together senior marketing and revenue leaders for an off the record discussion on how AI is being applied across the modern MarTech stack today. The conversation will focus on what is working in practice, what is not, and how leading teams are moving beyond dashboards to AI driven experimentation, personalization, and automation that accelerate insight to action and drive measurable revenue.

We will discuss what it truly means to be AI ready, why data quality and visibility have become strategic priorities, and where AI

agents are delivering value versus where expectations still exceed reality. The group will also explore how organizations are balancing speed and personalization with governance and trust, and what CMOs need to change in how their teams operate to stay competitive.

Join a small group of peers for a candid exchange of real-world lessons and forward looking perspectives, paired with an intimate dining experience designed to encourage open conversation and meaningful connection.

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