

AGENDA

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

Executive Dinner

SPEAKERS



Lana Pawziuk
VP of Marketing
[Raymond James Ltd.](#)



Nicholas Wright
Senior Manager,
Marketing
Intelligence and
Effectiveness
[Raymond James Ltd.](#)



Lucas Durand
Director, Data
Platforms & Analytics
[TD Bank](#)



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](#)



Josh Davis
Director of Digital
Strategy
[Showcase](#)



Liz Jewett
Director, Growth
Marketing
[Scotiabank](#)



**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

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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