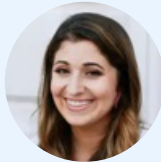


AGENDA

Executive Event

Journey to Generative AI

SPEAKERS



Caila Schwartz
Director of Consumer
Insights and Strategy
for Retail and
Consumer Goods
Salesforce



Kevin McCurdy
Global APN Segment
Lead for Consumer
Goods
AWS



Ravi Vemuri
EVP Data & Analytics
TriMark USA



Kelli Such
Americas Data
Strategy Leader
AWS



Arul Sugunakumar
Chief Technology
Officer
Pampered Chef

[Click Here to Register](#)



July 24, 2024

Central Time

Welcome & Registration

8:30 AM-9:00 AM

Opening Remarks

9:15 AM-9:20 AM

Generative AI Adoption Trends and Key Use Cases
in Retail & Consumer Goods

9:20 AM-9:45 AM

PANELISTS



Kevin McCurdy
Global APN Segment
Lead for Consumer
Goods
[AWS](#)

Data as your Differentiator

9:45 AM-10:05 AM

Generative AI is generic and commodity *unless* you can integrate data about your business and customers, and that requires a modern data strategy. While technology is a critical component, learn what else comprises a modern data strategy and hear best practices for getting started on your journey today.

PANELISTS



Kelli Such
Americas Data
Strategy Leader
[AWS](#)

Networking Break

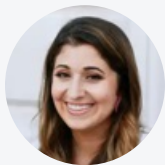
10:15 AM-10:30 AM

Innovation Showcase

10:30 AM-11:00 AM

Explore the powerful combination of AWS and Salesforce to increase customer lifetime value with hyper-personalization using AI and real-time data. We'll also dig into the trends shaping the 2024 holiday season shaping the Retail and Consumer Goods industry.

PANELISTS



Caila Schwartz
Director of Consumer
Insights and Strategy
for Retail and
Consumer Goods
[Salesforce](#)


Navigating the Generative AI Landscape

11:10 AM-11:55 AM

Let's explore the transformative potential of Generative AI, guided by insights from cloud experts and industry leaders. We'll delve into real-world examples of AI innovations, strategies for C-level executives to integrate AI successfully, and best practices for enhancing

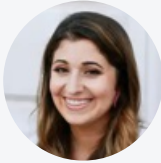
customer experiences and driving business growth. Our discussion will also cover the most anticipated advancements in Generative AI over the next 12-24 months and their potential impact on businesses. Additionally, we'll address the ethical and regulatory considerations surrounding AI use, and examine the build vs. buy decisions executives face when choosing AI solutions.

CHAIR




Kelli Such
Americas Data
Strategy Leader
[AWS](#)

PANELISTS



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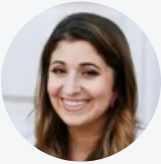
Networking Break

11:55 AM-12:05 PM

Starting Your Generative AI Journey

12:05 PM-12:20 PM

PANELISTS



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[Salesforce](#)

Executive Roundtable Lunch

12:20 PM-1:35 PM

Closing Remarks & Networking

1:35 PM-1:45 PM

