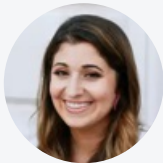


AGENDA

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



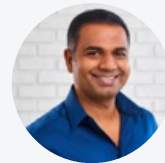
Ravi Vemuri

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

SPEAKER



**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.

SPEAKER



Kelli Such

Americas Data
Strategy Leader

AWS

Networking Break

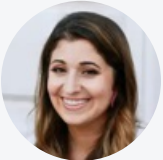
10:15 AM-10:30 AM

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.

SPEAKER



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.

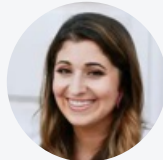
CHAIR



Kelli Such

Americas Data
Strategy Leader
AWS

SPEAKERS



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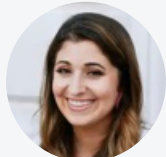
Networking Break

11:55 AM-12:05 PM

Starting Your Generative AI Journey

12:05 PM-12:20 PM

SPEAKER



Caila Schwartz

Director of
Consumer Insights
and Strategy for
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Salesforce

Executive Roundtable Lunch

12:20 PM-1:35 PM

Closing Remarks & Networking

1:35 PM-1:45 PM

TOGETHER WITH

