C VISION INTERNATIONAL

AGENDA

The Future of Data AI and CMO

Data AI and CMO Think Tank

SPEAKERS



Jason Clark
Solutions Engineer
LaunchDarkly



Mike Mygal
Sr. Enterprise Account Executive
LaunchDarkly



George Wang
CMO
Peterson Technology Partners



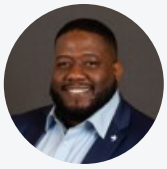
Lisa Greer
Managing Director
Plumleaf VPA



Grant Ecker
Chief Architect / VP of Enterprise Architecture
ECOLAB



Brian Greenberg
CIO
RHR International



Rod Warren
Managing Deputy CIO
City of Chicago



Kurt Schuepfer
Sr. Manager Data Science
McDonalds



Prashant Trivedi
AI Engineer
Segthlon



Sandesh Gawali
Director Strategic IT/Salesforce CTO
Salesforce



Chris McGuire
Director Of Client Growth and Engagement
McGuffin Creative Group, Inc.



Jacqueline Kuehl
Exec Director Digital Marketing Concentration
DePaul University



Jenny Lopez Riley
Chief Growth Officer
RTM Engineering Consultants



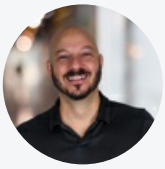
Michael LaRue
Deputy Director of Software Delivery & Data
University of Illinois Chicago



Ian Coe
Director Solutions Engineering
Amplitude



Kristen Delphos
VP Head of Communications & Public Affairs
UL Research Institutes



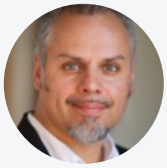
Kip Russell
Director Business Insights
Spinutech Inc.



Katherine Sodeika
Marketing Director
ALDI USA



Ranga Bodla
VP Field Engagement & Marketing
NetSuite



Jorge Orozco-Cordero
Sr. Director Brand Strategy
Capital One



Michael Loesel
VP Marketing
Hinge Health



Christine Mau
VP Brand & Creative
Medline Industries



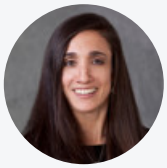
Daniel Hennessy
VP Creative
The Aspen Group



Ted Jan
VP Tech Services
Guggenheim Partners



Jaideep Deshpande
Exec Director Strategy & Marketing
University of Illinois Chicago



Anastasia Malagisi
VP Marketing
Safeguard Self Storage



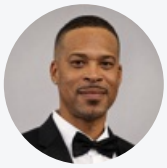
Mark Mansell
Head of Marketing
Carelon



Jigar Shah
CISO
Medusind



Yael Gomez
Fractional CIO / CTO I Former
Walgreens Boots Alliance



Charles Wiggins
Founder & CEO
AlterEnable



Sherry Davenport
Head Global Marketing
Woolpert



Sabrykrishnan Loganathan
Sr. Director Head of Enterprise AI
Peloton Interactive



David Gerleman
Board Member
InfraGard Chicago



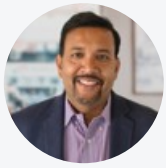
Laura Whitehead
EVP Marketing
iManage



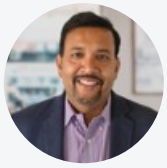
Richard Rodriguez
VP of Information Security
SG Impact Ventures AG



Sandeep Nema
Head of Enterprise Architecture / Director
Cook County



Sugato Bose
Chief Enterprise Architect
Medline Industries



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Chief Enterprise Architect
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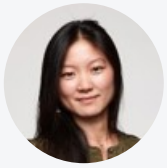
Katie Drennan
VP Marketing & Business Development
SAVOYE North America



Molly Lynch
Chief Communications Officer & SVP
VillageMD



Swadheen Sehgal
CIO
Peterson Technology Partners



Bo Peng
VP Data & AI
Kooth Digital Health



Stacie Barth

Director, Commercial Marketing and Professional Education

GC America



Taylor Fisher

Associate Director Content Delivery

Spinutech Inc.

Click Here to Register

June 25, 2026

Central Time

Registration	**8:30 AM-9:00 AM**
Morning Networking	**9:00 AM-9:30 AM**
Opening Remarks	**9:30 AM-9:40 AM**

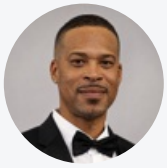
KEYNOTE PANEL

9:40 AM-10:25 AM

AI Evolution: How Enterprise Architecture Must Adapt for the Age of Agentic AI

As artificial intelligence continues to evolve from predictive analytics and copilots to autonomous, decision-making agents, enterprise leaders are facing a new architectural reality. Agentic AI has the potential to transform how organizations operate accelerating decision-making, automating complex workflows, and unlocking entirely new business models. But realizing that opportunity requires more than deploying new models; it demands an enterprise architecture built for intelligence, interoperability, security, and scale.
In this session CIOs, CTOs, CISOs, and architecture leaders will jointly explore both the opportunities and challenges shaping the next era of AI. From modernizing data foundations and enabling secure agent-to-system interactions, to avoiding vendor lock-in, managing governance, and ensuring operational resilience, this discussion will focus on how enterprise architecture must evolve to support AI that not only informs the business but increasingly acts on its behalf.

CHAIR



Charles Wiggins
Founder & CEO
AlterEnable

PANELISTS



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Director Strategic IT/Salesforce CTO
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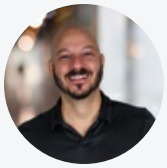
KEYNOTE

10:30 AM-10:55 AM

Built to be Found: The New Rules of Discoverability

Search didn't break. It fragmented – and in doing so, it rewrote how decisions are made. What used to be a linear path is now a distributed system. Users move across all of it without friction and without loyalty to a single channel. And most marketing strategies aren't built for this new reality. Your brand is now being discovered — and decided on — across systems you do not control. Which means you're no longer just competing for attention. You're competing to be surfaced, summarized, and trusted. This session breaks down the new rules of discoverability — and what brands must do now to stay visible where decisions are actually being made.

SPEAKER



Kip Russell
Director Business Insights
Spinutech Inc.

Networking Break

10:55 AM-11:15 AM

FIRESIDE CHAT

Human + Machine Intelligence: Redefining Decision-Making in the Age of AI

11:15 AM-11:50 AM

As AI becomes embedded across every layer of the enterprise, organizations are rethinking how critical decisions are made, who makes them, and how quickly they can act on insight. The future of competitive advantage will not come from human expertise or machine intelligence alone, but from the ability to combine both at scale. Join senior executives for an exclusive discussion on how leading organizations are integrating AI-driven insights with human judgment to improve decision-making across operations, customer engagement, risk management, and innovation. Together, we'll explore how to build trust in AI, establish the right governance and accountability frameworks, and create a culture where humans and intelligent systems work together to drive faster, smarter, and more strategic business outcomes.

CHAIR



David Gerleman
Board Member
InfraGard Chicago

SPEAKERS



Jaideep Deshpande
Exec Director Strategy & Marketing
University of Illinois Chicago



Michael LaRue
Deputy Director of Software Delivery & Data
University of Illinois Chicago

DISRUPTOR

Concerned about AI in Production? You need Control at Runtime

11:55 AM-12:10 PM

The pressure to balance speed and safety in production software is an ever growing issue that developers must constantly manage. Come learn how LaunchDarkly's release platform can help you move faster and safer with control at runtime.

SPEAKER



Jason Clark
Solutions Engineer
LaunchDarkly

PANEL

12:15 PM-1:00 PM

Brand Is a Story Companies Tell Themselves. Customers Have Already Moved On.

Every brand has a story it tells about itself. The question is whether anyone outside the building believes it. In an era of radical transparency, peer reviews, and AI-generated alternatives, customers are forming opinions faster than brands can shape them — and often without ever engaging with official messaging at all. This session challenges the assumption that brand is something you build and control, and asks what actually drives preference, loyalty, and choice when the traditional levers no longer reach. If brand as we know it is becoming an internal fiction, what replaces it — and who owns it?

CHAIR

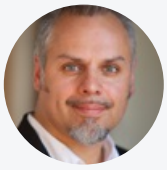


Katherine Sodeika
Marketing Director
ALDI USA

PANELISTS



Chris McGuire
Director Of Client Growth and Engagement
McGuffin Creative Group, Inc.



Jorge Orozco-Cordero
Sr. Director Brand Strategy
Capital One



Christine Mau
VP Brand & Creative
Medline Industries



Daniel Hennessy
VP Creative
The Aspen Group

Lunch

1:00 PM-1:45 PM

KEYNOTE

1:45 PM-2:10 PM

You Can't Improve What You Can't See: The Case for Agent Analytics

When Amplitude built its own AI agent, it ran into a problem it didn't expect: a decade of analytics expertise and none of it applied. Sessions looked healthy. Funnels said "activated." Users were furious.
This talk is about the gap between traditional product analytics and what you actually need to build and improve AI agents. We'll cover why non-deterministic products break conventional observability, what it means to measure agent quality at scale, and how connecting agent interaction data to downstream business outcomes (retention, conversion, churn) changes how you think about AI ROI. We'll share what we learned building Agent Analytics from the inside, including the failure taxonomy, online eval framework, and the finding that users with high-quality agent sessions retained at 2.3x the rate of those who hit task failures.
If you're shipping agents and relying on gut feel and scattered logs to know if they're working, this talk is for you.

SPEAKER



Ian Coe
Director Solutions Engineering
Amplitude

PANEL

2:15 PM-3:00 PM

The Junior Bench Is Gone. The Senior Roles Are Changing. So Who Survives?

The marketing org is being dismantled and rebuilt in real time. Entry-level roles are disappearing as AI absorbs execution work. Senior roles are being rewritten around judgment, strategy, and AI fluency. And the titles that didn't exist two years ago — Creativity Leads, AI Architects, Prompt Strategists, Brand Risk Officers — are now showing up in job descriptions. Leaders name what they have cut, what they have transformed, and what they are building from scratch. And they face the question nobody wants to answer out loud: if the junior bench disappears, where do tomorrow's CMOs come from?

CHAIR



Jenny Lopez Riley
Chief Growth Officer
RTM Engineering Consultants

PANELISTS



Kristen Delphos
VP Head of Communications & Public Affairs
UL Research Institutes



Jacqueline Kuehl
Exec Director Digital Marketing Concentration
DePaul University



Laura Whitehead
EVP Marketing
iManage

PANEL

3:05 PM-3:50 PM

From Analytics to Autonomous: What the AI-Native Business Looks Like Across Data, Brand, and Customer

As AI rapidly evolves from dashboards and predictive analytics to generative and agentic intelligence, leaders across data, marketing, and customer experience are being challenged to rethink how their organizations create value, manage risk, and compete in real time. The role of the modern enterprise leader is no longer centered on reporting and insights alone — it now requires building trusted data ecosystems, enabling AI at scale, ensuring responsible governance, and turning intelligence into measurable business action. Join senior data, AI, marketing, and CX executives for an exclusive discussion on how leading organizations are modernizing their strategies, operationalizing AI across the enterprise, and balancing innovation with security, cost, and accountability in an increasingly autonomous digital economy.

CHAIR



Yael Gomez
Fractional CIO / CTO I Former
Walgreens Boots Alliance

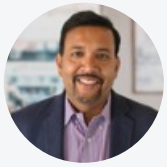
PANELISTS



Sabrykrishnan Loganathan
Sr. Director Head of Enterprise AI
Peloton Interactive



Sandeep Nema
Head of Enterprise Architecture / Director
Cook County



Sugato Bose
Chief Enterprise Architect
Medline Industries

Afternoon Networking

3:50 PM-4:05 PM

PANEL

4:05 PM-4:45 PM

Brand Without Revenue Is a Hobby. Revenue Without Brand Is a Race to the Bottom.

The tension between brand and performance has defined marketing debates for a decade. But the CMOs winning today have stopped choosing sides — they own the full loop. This session explores how the best marketing leaders are connecting brand investment to demand generation to revenue outcomes, without sacrificing long-term positioning for short-term numbers. The conversation focuses on what it actually takes to make brand and revenue speak the same language inside an organisation — and how AI-driven attribution and mixed-media modeling are finally giving the CFO answers the CMO can defend.

CHAIR



George Wang
CMO
Peterson Technology Partners

PANELISTS



Ranga Bodla
VP Field Engagement & Marketing
NetSuite



Michael Loesel
VP Marketing
Hinge Health



Mark Mansell
Head of Marketing
Carelon

Closing Remarks & Raffle Giveaway

4:45 PM-4:50 PM

Cocktail Reception

4:50 PM-5:50 PM

TOGETHER WITH

LaunchDarkly · Amplitude · Spinutech · Cribl · Chief Architect Network