

AGENDA

Executive Event Symposium

SPEAKERS



Andrew McInnes
VP, North America AI,
Digital &
Orchestration
[Genesys](#)



Lorena Morales
Director, Global
Digital Marketing
Revenue Operations
[JLL](#)



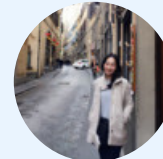
Pankaj Purwar
VP, IT & Business
Applications
[Xperi Corporation](#)



Hansneet Randhawa
Director Business
Operations &
Strategic Initiatives
[Workday](#)



Geetha Parachuru
Director of
Commercial Digital
Products
[Gilead Sciences](#)



Florence Su
VP, Performance
Marketing
[Vivian Health](#)



Priyankka Mani
Global Head of
Product,
Omnichannel Growth
& AI Powered
Innovation
[Intuit](#)



Dan Leiva
VP, Customer Service
& Marketing
Technology
[eBay](#)



Linda Zanchi
Strategic Marketing
Integration Director
[Western Digital](#)



**Nisha
Ramachandran**
Senior Director, AI &
Marketing
Operations
[NVIDIA](#)



James Walford
Senior Director,
Global Innovation
[Genesys](#)



Mazhar Hussain
Sr. Director AI,
Agentic AI, Gen AI &
Data Analytics
[Virtusa](#)

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July 17, 2025

Pacific Time

CHAIR

Opening Remarks

9:20 AM-9:30 AM

CHAIR

Empathy as a Business Strategy: Redefining Value Creation

9:30 AM-10:10 AM

In today's experience-driven economy, empathy isn't just a virtue—it's a competitive advantage. Join James Walford, Senior Director, Global Innovation at Genesys, for a compelling keynote on how leading organizations are transforming trust and emotional intelligence into business value.

Through real-world stories and actionable insights, James will explore the shift from transactional to emotional loyalty, the rising importance of trust in digital interactions, and how AI can amplify—not replace—human empathy. Learn how future-fit leaders are blending emotional intelligence with intelligent technology to drive long-term customer loyalty and growth.

Attendees will leave with a new framework for embedding empathy into strategy, culture, and operations—and a fresh perspective on leadership in the era of AI.

CHAIR

PANELISTS



James Walford
Senior Director,
Global Innovation
Genesys

Learn from AWS – Culture of Innovation

10:15 AM-10:45 AM

Gain inspiration from AWS's unique approach to sustained innovation at scale through an exploration of four key elements: culture, mechanisms, architecture, and organization. Learn how AWS maintains customer obsession while fostering innovation through Leadership Principles, sustainable flywheels, and the Working Backwards process. This session shares valuable insights, best practices, and lessons learned from AWS's cultural mechanisms that help drive continuous innovation and customer delight.

CHAIR

Networking Break

10:45 AM-11:00 AM

CHAIR

Leading the Loyalty Revolution — CX and Growth in the AI Era

11:00 AM-11:45 AM

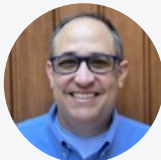
How these organizations are using AI-powered experience orchestration from Genesys and AWS to enhance customer experience, build emotional loyalty, and reposition their growth strategies around empathy.

CHAIR

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[eBay](#)

Executive Networking Lunch

11:45 AM-1:00 PM

CHAIR

Closing Remarks & Networking

1:00 PM-1:30 PM

CHAIR

