C VISION INTERNATIONAL

AGENDA

Executive Event

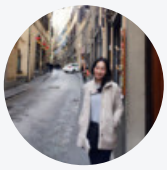
Symposium

SPEAKERS

Andrew McInnes
VP, North America AI, Digital & Orchestration
Genesys

Lorena Morales
Director, Global Digital Marketing Revenue Operations
JLL

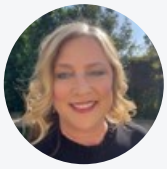
Hansneet Randhawa
Director IT Business Operations
PayPal



Florence Su
VP, Performance Marketing
Vivian Health

Priyankka Mani
VP, Product Management
Quizlet

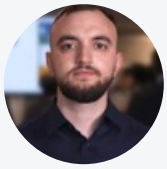
Dan Leiva
VP, Customer Service & Marketing Technology
eBay



Linda Zanchi
Strategic Marketing Integration Director
Western Digital

James Walford
Senior Director, Global Innovation
Genesys

Mazhar Hussain
Sr. Director AI, Agentic AI, Gen AI & Data Analytics
Virtusa



Martin Ristov
Sr. Partner AI Technologist
AWS

Sai Lolayekar
Business Transformation and Value Advisor
AWS

Nora Di Bene
Sr. Director, Strategic Alliances Sales & Strategy
Genesys

Trevor Schulze
CIO
Genesys

Mazhar Hussain
Sr. Director AI, Agentic AI, Gen AI & Data Analytics
Virtusa

Click Here to Register

July 17, 2025

Pacific Time

Welcome & Registration

8:30 AM-9:20 AM

Opening Remarks

9:20 AM-9:30 AM

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.

SPEAKER

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.

SPEAKER

Sai Lolayekar
Business Transformation and Value Advisor
AWS

Networking Break

10:45 AM-11:00 AM

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

11:00 AM-11:45 AM

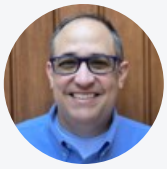
How these organizations are using AI-powered experience orchestration from Genesys and AWS to enhance customer experience, build emotional loyalty, and reposition their growth strategies around empathy.

CHAIR

Nora Di Bene
Sr. Director, Strategic Alliances Sales & Strategy
Genesys

SPEAKERS

Andrew McInnes
VP, North America AI, Digital & Orchestration
Genesys



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CIO
Genesys

Executive Networking Lunch

11:45 AM-1:00 PM

Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH