

AGENDA

Executive Event Symposium

SPEAKERS



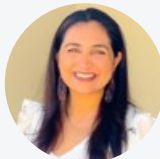
**Andrew
McInnes**

VP, North America
AI, Digital &
Orchestration
Genesys



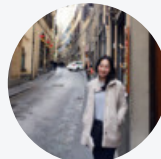
**Lorena
Morales**

Director, Global
Digital Marketing
Revenue
Operations
JLL



**Hansneet
Randhawa**

Director IT Business
Operations
PayPal



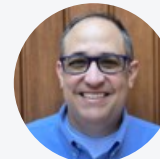
Florence Su

VP, Performance
Marketing
Vivian Health



**Priyanka
Mani**

VP, Product
Management
Quizlet



Dan Leiva

VP, Customer
Service & Marketing
Technology
eBay



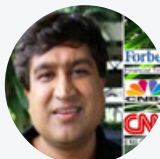
Linda Zanchi

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.

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.

PANELISTS



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

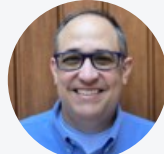
Sr. Director,
Strategic Alliances
Sales & Strategy
Genesys

PANELISTS



**Andrew
McInnes**

VP, North America
AI, Digital &
Orchestration
Genesys



Dan Leiva

VP, Customer
Service & Marketing
Technology
eBay



Martin Ristov

Sr. Partner AI
Technologist
AWS



Trevor Schulze

CIO
Genesys

Executive Networking Lunch

11:45 AM-1:00 PM

Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH

