

# AGENDA

## Driving into AI - The Generative AI Opportunity for the Automotive Industry Executive Event

### SPEAKERS



**Rolf Löwisch**  
Director Data & AI  
[IBM](#)



**Tiziano Curci**  
Team Manager | Data  
& AI Partner Business  
Development EMEA  
[AWS](#)



**Serif Ali Aydogan**  
Manager, Sales & BD  
[MAN Truck & Bus](#)



**Christian Waltermann**  
Senior Director &  
Program Executive  
Automotive High-  
Performance  
Computer Series  
[CONTINENTAL](#)



**Marcus Siefertmann**  
Director HV Harness  
Engineering  
[DRÄXLMAIER Group](#)  
[Companies](#)



**Saravanan Jaganathan**  
Lead Program  
Manager - Vehicle  
Software  
[Iveco Group](#)



**Markus Glasser**  
SVP EMEA  
[EOS](#)



**Stefan Badura**  
Director Engineering  
[Grammer AG](#)



**Till Lesinski**  
Head of IT,  
Corporate Systems  
[Lilium](#)



**Dominik Beden**  
Head of Product  
Technical  
Management  
[Valeo Deutschland](#)



**Stephan Braun**  
COO  
[Moxa Inc.](#)



**Bernhardt Lueddecke**  
Director Validation  
Global  
[Kautex Textron](#)



**Arber Qesja**  
Head of  
Semiconductors &  
Power Source  
Control  
[DENSO](#)



**Dario Trinkgeld**  
Head of Sales Vans  
[Mercedes-Benz AG](#)

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**November 12, 2024**

Central European Time

## **Virtual Race Track - Driving Competition**

**4:30 PM-6:30 PM**

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## **Driving into AI - The Generative AI Opportunity for the Automotive Industry**

**6:30 PM-9:30 PM**

Automotive companies' existing investments in digital, data and cloud technology provide a strong foundation to harness the potential of generative AI. Join the discussion with industry peers and experts on how to scale AI from pilot experimentation to broad value gain in productive use. Innovative project that reduced costs and increased customer satisfaction across all functional areas, from product development to after-sales service. Get ready for a unique experience that blends the thrill of driving with cutting-edge conversations about the future of Artificial Intelligence.

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