

Global CX Reinvented: Al, Automation, and Human Creativity at Scale

## **Executive Dinner**

## **SPEAKERS**



Fox Ahmed Global Head of Cybersecurity & Technology and Data Protection Regulatory Risk BNP Paribas



Georg Ell CEO Phrase



Puneet Goenka Industry Leader-Retail



Sapna Kandukuri Marketing LSEG (London Stock Exchange Group)

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## GLOBAL CX REINVENTED: AI, AUTOMATION, AND HUMAN CREATIVITY AT SCALE



Customer experience is entering a new era one where AI, automation, and human creativity converge to shape how global enterprises engage, scale, and grow. At this private roundtable, senior executives will explore how to align efficiency, growth, and resilience as top CxO priorities.

Discussion will center on how AI is redefining engagement strategies, where automation creates measurable ROI, and why human oversight remains indispensable. Leaders will debate the role of multilingual strategy in digital transformation, balancing central brand control with local market personalization, and turning global content into a driver of growth.

The session will also examine how to build operational excellence by breaking down silos across product, marketing, and support while preparing teams for hybrid AI + human workflows that can adapt to evolving customer

expectations.

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