

# AGENDA

The Language of Scale: How Global Brands Accelerate Growth

## Executive Dinner

### SPEAKERS



**Omar Deacon**  
Global Branded  
Events & Experiential  
Marketing Lead  
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**Jia Chen, PhD**  
Senior Director, AI  
Product Strategy &  
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**Robin Zhang**  
Head of Enterprise  
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### THE LANGUAGE OF SCALE: HOW GLOBAL BRANDS ACCELERATE GROWTH



**November 12, 2025**

5:30 PM-9:00 PM

Eastern Time

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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