AGENDA

Executive Event

Accelerating Customer Experience ROI through Generative AI

SPEAKERS

Donna Laskowski
Sr Director Consumer Experience
PepsiCo

Wayne Simmons
Global Customer Excellence Lead, Chief Marketing Officer
Pfizer

Irene Sibaja
Director of Global Partnerships
Treasure Data

Vishal Patel
VP Sales Strategy and Enablement
Treasure Data

Adam Solomon
VP, Head of Solutions Product Management
LiveRamp

Neerav Vyas
VP: Head of MarTech & AdTech Solutions
Tredence

Dio Favatas
Director: Head of Identity and Marketing Clouds
Tredence

Kevin McCurdy
Global APN Segment Lead for Consumer Goods
AWS

Stanislav Rosenberg
Global Director, Head of Portfolio, Innovation, R&D Analytics
Mars

Paulina Yick
Global portfolio marketing Director
Experian

Ruben Arias
Regional IT Director
Bridge Hotel Group

Richard George
Head of Integrated Marketing
London Stock Exchange Group

Nisim Tal
CTO
DoubleVerify

Sarah Perkins
Head of Product
National Grid

Click Here to Register

📅 **September 26, 2024**

Eastern Time

Registration

9:30 AM-10:00 AM

Unlocking Consumers Demand for Personalization

10:00 AM-10:05 AM

Hyperpersonalization on a real-time basis is requiring brands to push the boundaries of marketing excellence across the customer life cycle. Understanding the complexities of activation, experience, engagement and loyalty is the first step in delivering a monetizable solution

PANELISTS

Irene Sibaja
Director of Global
Partnerships
Treasure Data

Marketing Activation through Clean Rooms

10:05 AM-10:20 AM

Clean rooms address the challenges of marketing activation by ensuring data privacy and compliance, allow data collaboration, & ultimately provide granular insights. In this session you'll hear about the vision of implementing and leveraging clean rooms and the resulting business ROI generated

## Collaborating to Deliver the Quantum Customer Experience

10:20 AM-10:50 AM

During this session, you will be introduced to an integrated solution that has demonstrated 50% faster solution delivery for Treasure Data on AWS allowing for speedier decisioning making, solution design, and business case development.

PANELISTS

Vishal Patel
VP Sales Strategy
and Enablement
Treasure Data
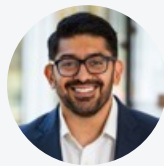
Neerav Vyas
VP: Head of MarTech
& AdTech Solutions
Tredence

Networking Break

10:50 AM-11:05 AM

Accelerating Customer Experience ROI through Generative AI

11:05 AM-11:50 AM

During this session, subject matter experts will dive into strategies and deployable tactics to drive better ROI for connected customer experiences

Neerav Vyas
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Innovation Showcase

11:50 AM-12:10 PM

Going through a real life case study on how brands have utilized CDPs and Clean Rooms to drive actionable insights for marketing, consumer insights, and product development.

PANELISTS

Neerav Vyas
VP: Head of MarTech
& AdTech Solutions
Tredence

Roundtable Lunch

12:10 PM-1:00 PM

Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH

TREASURE DATA   **aws**   **TREDENCE**

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