

AGENDA

Executive Event

Accelerating Customer Experience ROI through Generative AI

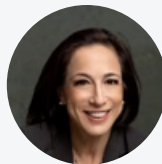
SPEAKERS



Donna Laskowski
Sr Director
Consumer
Experience
PepsiCo



Wayne Simmons
Global Customer
Excellence Lead,
Chief Marketing
Officer
Pfizer



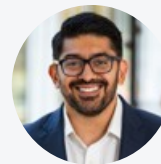
Irene Sibaja
Director of Global
Partnerships
Treasure Data



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 of
Advanced 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

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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

SPEAKER



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

SPEAKER



Adam Solomon

VP, Head of
Solutions Product
Management
LiveRamp

Collaborating to Deliver the Quantum Customer Experience

10:20 AM-10:50 AM

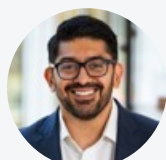
During this session, you will be introduced to an integrated solution that has demonstrated 50% faster solution delivery for Treasure Data on AWS allowing for speedier decisioning making, solution design, and business case development.

SPEAKERS



Vishal Patel

VP Sales Strategy
and Enablement
Treasure Data



Neerav Vyas

VP: Head of
MarTech & AdTech
Solutions
Tredence

Networking Break

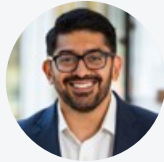
10:50 AM-11:05 AM

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

CHAIR



Neerav Vyas

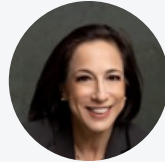
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**Adam
Solomon**

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Dio Favatas

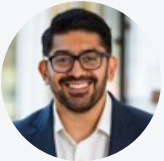
Director: Head of
Identity and
Marketing Clouds
Tredence

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.

SPEAKER



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**



TREDENCE