

# AGENDA

Accelerated AI-powered Transformation: Innovation without Compromise

## Executive Dinner

### SPEAKERS



**Verena Trost**  
Partner  
IBM



**Marco Porak**  
Geschäftsführer IBM  
Österreich  
IBM



**Sebastian Eckler**  
Country Manager  
Austria  
AWS



**Martin Egger**  
Head of Finance  
Henkel



**Florian Rosenberg**  
CTO  
Esko



**Zoltan Karaffy**  
Director, Digital  
Transformation  
Bosch



**Matthew Dean**  
CDO  
Woom

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**TRANSFORMING AI POTENTIAL INTO  
MEASURABLE BUSINESS RESULTS WITH  
AWS AND IBM**



**October 09, 2025**

6:00 PM-9:30 PM

Central European Time

Generative AI is revolutionizing how businesses transform, automate, and scale—but success depends on more than just cutting-edge models. It requires a secure, reliable foundation that bridges the needs of both IT and business teams.

Join us to discuss how leading enterprises are leveraging generative AI to drive meaningful transformation, streamline operations, and unlock new value—without sacrificing trust, governance, or performance. The cloud strategy is fully underway at many companies, but after several years of transformation, questions about cost transparency arise. In this context, we will discuss the importance of robust financial management, using Apptio for tracking and optimizing costs, and how FinOps can ensure effective governance in AI-driven transformations, balancing innovation with risk management and compliance requirements.

