

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

[Click Here to Register](#)

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.

TOGETHER WITH

