

AGENDA

AWS & Merkle

Executive Breakfast

SPEAKERS



Kelli Such
Americas Data
Strategy Leader
AWS



Janos Hajagos
Chief of Data
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Anamitra Chaudhuri
SVP - Global Cloud
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- Technology COO -
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Nadine Zubenko
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Lou Ferrara
Corporate VP,
Consumer Data &
Strategy
Sinclair Broadcast
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Bob Clougherty
Ph.D.
CIO
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Do you have fluid access to data honed for a specific business context or problem to leverage Generative AI? Can you relate to the struggles that come with a digital transformation journey? Understanding “what great looks like,” or data privacy, security, compliance, or creating a data-driven culture just to name a few. Do your business and IT teams struggle to align on a data strategy?

Are you ready to drive business outcomes using data?

AWS and Merkle can help you get a head start and create new outcomes through digital transformation using database, analytics, AI and ML.

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September 12, 2023

Eastern Time

Registration & Opening Remarks

8:30 AM-9:00 AM

Build Business Value at Scale with Generative AI

9:00 AM-11:00 AM

In a fast changing world where Generative AI holds immense potential and requires careful safeguarding, it is more important than ever for organizations to stay focused on solving for business priorities. Organizations need a modern data strategy and an AI strategy in order to innovate rapidly with generative AI at scale. This topic provides an overview of addressable use cases for generative AI; the approach to mobilizing and scaling business value; how to think holistically about data and AI; and considerations for technology, people, process, and mindset.

Discussion Topics

Data is an asset - leverage its power to drive business value for Generative AI

Technology: Modern Data Foundation. Incrementally scale data, platform, and people according to use case priority

Mindset: Foster innovation, agility, and reduce the cost of experimentation

People: New skills and roles; close the skill gaps

Process: Governance, Ethics and Alignment

Closing Remarks & Networking

11:00 AM-11:30 AM

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