

# AGENDA

AWS & Merkle

## Executive Breakfast

### SPEAKERS



**Kelli Such**  
Americas Data  
Strategy Leader  
AWS



**Janos Hajagos**  
Chief of Data  
Analytics  
Stony Brook  
Medicine



**Anamitra Chaudhuri**  
SVP - Global Cloud  
Solutions Lead  
Merkle



**Alma Kondili**  
Transformation Lead  
- Technology COO -  
Platform  
Applications  
Wells Fargo



**Nadine Zubenko**  
Senior Director, Data  
Solutions and  
Services Operations  
BNY Mellon



**Lou Ferrara**  
Corporate VP,  
Consumer Data &  
Strategy  
Sinclair Broadcast  
Group



**Bob Clougherty**  
Ph.D.  
CIO  
CampusWorks

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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