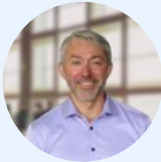


# AGENDA

## Navigating the Generative AI Landscape

# Executive Council

### SPEAKERS



**Russ Felker**  
CTO

Trinity Logistics



**Mark Maybury**  
VP,  
Commercialization,  
Engineering &  
Technology

Lockheed Martin



**Bob Clougherty**  
Ph.D.  
CIO

CampusWorks



**James Arnold**  
Enterprise Data  
Governance and AI  
Privacy Officer

CVS



**Viktoria Popova**  
Director Institutional  
Research,  
Assessment &  
Applied AI

Centenary University



**Tara Jones**  
Principal Advisor, AI  
and Modern Data  
Strategy

AWS



**Philip Howard**  
Director, Data  
Applications - Data  
Insights

Ollion



**Jared Ambra**  
Director IT Enterprise  
Operations &  
Support

Highland Homes



**Andy Kim**  
Product Integration  
& Management  
(OCTO)

PepsiCo



**Scott Bendle**  
CIO

Rigaku



**Hans Vargas-Silva**  
Data Protection  
Lead- Cybersecurity  
Governance

Marathon Petroleum  
Corporation



**Russ Felker**  
CTO

MegaCorp Logistics

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**NAVIGATING THE GENERATIVE AI  
LANDSCAPE**



**December 11, 2024**

3:00 PM-4:15 PM

Eastern Time

Generative AI is transforming industries, but how can businesses harness its potential effectively? Whether you're exploring AI or scaling existing projects, this virtual panel offers actionable insights and strategies to drive success.

What You'll Gain:

- **Driving Business Value:** Align AI initiatives with strategic goals and measure ROI.
- **Overcoming Challenges:** Tackle data silos, talent gaps, and ethical concerns.
- **Scaling AI:** Transition from pilots to full integration with proven methods.
- **Future Trends:** Stay ahead with insights into what's next in AI innovation.

Designed for business and tech leaders, this event equips you to navigate the challenges and opportunities of generative AI.

### CHAIR



**Bob Clougherty**  
Ph.D.  
CIO  
[CampusWorks](#)

### PANELISTS



**Tara Jones**  
Principal Advisor, AI  
and Modern Data  
Strategy  
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