

# AGENDA

Journey to Generative AI: Build Business Value at Scale

## Executive Event

### SPEAKERS



**Steve Revenko**  
Director, Canada  
West  
[Adastra Corporation](#)



**Alexander Medvedev**  
Senior Solutions  
Architect- Gen AI  
[AWS](#)



**Mel Reyes**  
CEO, Leadership  
Advisor  
[Elite Technical Concierge](#)



**Eduardo Monzon**  
Director of Business  
& Technology  
solutions  
[Nature's Path](#)



**Hong-Lok Li**  
CTO  
[AMS of UBC Vancouver](#)



**Amit Pradhan**  
VP Strategy  
[Farmers Edge](#)

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### JOURNEY TO GENERATIVE AI: BUILD BUSINESS VALUE AT SCALE



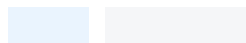
**November 20, 2024**

5:30 PM-9:00 PM

Pacific Time

In a rapidly evolving world where Generative AI holds immense potential, yet requires careful safeguarding, it's crucial for organizations to remain focused on solving business priorities. Enterprises need a modern data strategy and an AI strategy to innovate rapidly with generative AI at scale. This event 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.

CHAIR PANELISTS



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