

# AGENDA

## Thought Leadership: AI Real Talk: A Clear View Beyond the Hype Executive Dinner

### SPEAKERS



Michele Eggers  
VP of Marketing  
[SAS](#)



Paulina Yick  
Global portfolio  
marketing Director  
[Experian](#)



James Shaw  
Director, Marketing  
Excellence  
[Takeda](#)



Steve Choi  
Director, Digital  
Marketing & Product  
Owner  
[Prudential Insurance](#)



Subhabrata Daa  
Lead data scientist  
[JP Morgan Chase](#)



Laura Svejnar  
Head of Global  
Marketing Strategy &  
Operations  
[Amazon Music](#)

[Click Here to Register](#)

### THOUGHT LEADERSHIP: AI REAL TALK: A CLEAR VIEW BEYOND THE HYPE



August 26, 2025

5:30 PM-9:00 PM

Eastern Time

In today's data-driven world, AI is transforming how marketers extract insights, predict customer behavior and optimize engagement strategies. However, the challenge lies in converting vast amounts of customer data into meaningful, real-time actions that drive loyalty and business growth.

This discussion explores how AI-powered analytics and automation can help marketers turn complex data into actionable strategies, ensuring personalized, effective and ethical customer interactions.

Through this event, you'll discover best practices for leveraging AI-driven insights to enhance decision making, optimize campaigns and future-proof your marketing strategies. Join us to explore how AI-powered insights can help you drive more impactful marketing strategies, enhance customer engagement and stay ahead in an evolving digital landscape.

TOGETHER WITH

