

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
director
[Experian](#)



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



Subhabrata das
Lead Data Scientist
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Laura Svejnar
Head of Global
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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.

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