

# 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



**James Shaw**  
Director, Marketing  
Excellence  
Takeda



**Steve Choi**  
Director, Digital  
Marketing & Product  
Owner  
Prudential Insurance



**Subhabrata das**  
Lead Data Scientist  
JP Morgan Chase



**Laura Svejnar**  
Head of Global  
Marketing Strategy &  
Operations  
Amazon Music

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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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