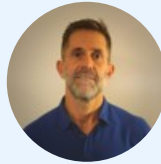# AGENDA

Executive Event

Journey to Generative AI

SPEAKERS

Brad Rosenberg
Director of Data
Management
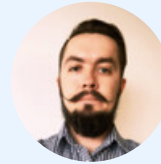Inland Real Estate
Investment
Corporation

Jay Divine
Senior Partner
Development
Specialist - AI/ML
AWS

Philip Chen
SVP
Associated Bank

Phil Mazenett
Head of Enterprise
Solutions
Weights & Biases

Dmitry Moiseev
Sr director of
engineering
Cambium Networks

Nirmal Ranganathan
VP and Distinguished
Architect
RackSpace

Yolanda Mekala
Partner
Development Lead -
AWS for Data
AWS

Kelli Such
Americas Data
Strategy Leader
AWS

Click Here to Register

📅 **September 18, 2024**

Central Time

Welcome & Registration

Opening Remarks

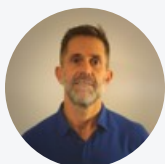# Generative AI Adoption Trends and Key Use Cases in Financial Services

Achieving success with generative AI requires a modern data strategy focused on aligning mindset, people/process, and technology. Customers will learn key elements of an effective data strategy, including a customer-centric mindset, empowered teams, and a scalable data architecture enabled by cloud services like AWS Bedrock and other AWS generative AI offerings to fuel secure and governed generative AI applications. By building these foundational capabilities, organizations can harness the power of generative AI to create business value.

PANELISTS

Jay Divine
Senior Partner
Development
Specialist - AI/ML
AWS

Data as your Differentiator

Generative AI is generic and commodity *unless* you can integrate data about your business and customers, and that requires a modern data strategy. While technology is a critical component, learn what else comprises a modern data strategy and hear best practices for getting started on your journey today.

PANELISTS

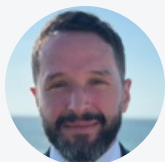**Yolanda Mekala**
Partner
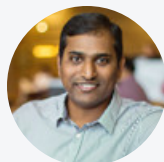Development Lead -
AWS for Data
AWS

Networking Break

Innovation Showcase

Navigating the Generative AI Landscape
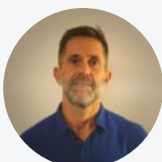
11:00 AM-11:45 AM

Let's explore the transformative potential of Generative AI, guided by insights from cloud experts and industry leaders. We'll delve into real-world examples of AI innovations, strategies for C-level executives to integrate AI successfully, and best practices for enhancing customer experiences and driving business growth. Our discussion will also cover the most anticipated advancements in Generative AI over the next 12-24 months and their potential impact on businesses. Additionally, we'll address the ethical and regulatory considerations surrounding AI use, and examine the build vs. buy decisions executives face when choosing AI solutions.
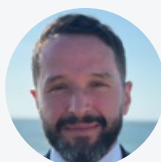
CHAIR

PANELISTS

Yolanda Mekala
Partner
Development Lead -
AWS for Data
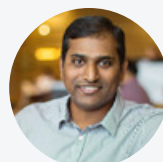AWS

Jay Divine
Senior Partner
Development
Specialist - AI/ML
AWS

Phil Mazenett
Head of Enterprise
Solutions
Weights & Biases

Nirmal Ranganathan
VP and Distinguished
Architect
RackSpace

Networking Break
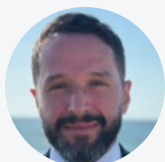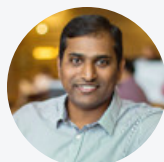
11:45 AM-12:00 PM

Starting Your Generative AI Journey

12:00 PM-12:10 PM

PANELISTS

Phil Mazenett
Head of Enterprise
Solutions
Weights & Biases

Nirmal Ranganathan
VP and Distinguished
Architect
RackSpace

Executive Roundtable Lunch

12:10 PM-1:10 PM

Closing Remarks & Networking

Executive Event

abstract

TOGETHER WITH

aws   Weights & Biases   **rackspace** technology   **rackspace** technology