

# AGENDA

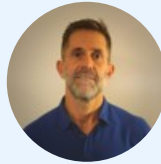
Executive Event

# Journey to Generative AI

## SPEAKERS



**Brad Rosenberg**  
Director of Data  
Management  
Inland Real Estate  
Investment  
Corporation



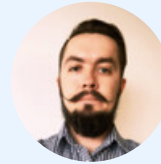
**Jay Divine**  
Senior Partner  
Development  
Specialist - AI/ML  
AWS



**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

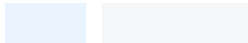
[Click Here to Register](#)



September 18, 2024

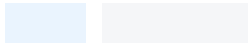
Central Time

CHAIR PANELISTS



Opening Remarks

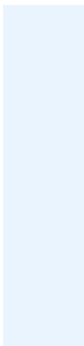
CHAIR PANELISTS

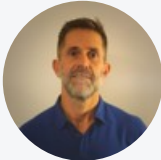


Generative AI Adoption Trends and Key Use Cases in Financial Services

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.

CHAIR 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.

#### CHAIR

#### PANELISTS



**Yolanda Mekala**  
Partner  
Development Lead -  
AWS for Data  
[AWS](#)

## Networking Break

10:15 AM-10:30 AM

#### CHAIR PANELISTS

## Innovation Showcase

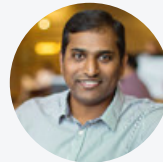
10:30 AM-11:00 AM

#### CHAIR

#### PANELISTS



**Phil Mazenett**  
Head of Enterprise  
Solutions  
[Weights & Biases](#)



**Nirmal Ranganathan**  
VP and Distinguished  
Architect  
[RackSpace](#)

## Navigating the Generative AI Landscape

11:00 AM-11:45 AM

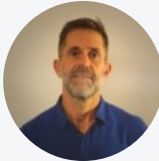
Let's explore the transformative potential of Generative AI, guided by insights from cloud experts and industry leaders. We'll delve into real-world examples of AI innovations, strategies for C-level executives to integrate AI successfully, and best practices for enhancing customer experiences and driving 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

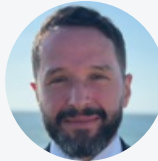


**Yolanda Mekala**  
Partner  
Development Lead -  
AWS for Data  
AWS

## PANELISTS



**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

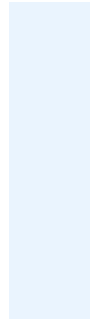
11:45 AM-12:00 PM

### CHAIR PANELISTS

## Starting Your Generative AI Journey

12:00 PM-12:10 PM

### CHAIR



### 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

### CHAIR PANELISTS

## Closing Remarks & Networking

1:10 PM-1:30 PM

### CHAIR PANELISTS

## Executive Event

8:30 AM-1:30 PM

abstract

---

TOGETHER WITH

