

# AGENDA

AWS & Storm Reply

## Executive Breakfast

### SPEAKERS



**Kelli Such**  
Americas Data  
Strategy Leader  
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**Don Mishory**  
Managing Partner  
[Storm Reply](#)



**Sheryl Hampton**  
Head of Digital  
Strategy,  
[Storm Reply](#)



**Mike Blake**  
VP of IT  
[Kemper Sports](#)

Do you have fluid access to data honed for a specific business context or problem to leverage Generative AI? Can you relate to the struggles that come with a digital transformation journey? Understanding “what great looks like,” or data privacy, security, compliance, or creating a data-driven culture just to name a few. Do your business and IT teams struggle to align on a data strategy?

Are you ready to drive business outcomes using data?

AWS and Storm Reply can help you get a head start and create new outcomes through digital transformation using database, analytics, AI and ML.

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**December 05, 2023**

Central Time

**AWS & Storm Reply**

**9:30 AM-12:00 PM**

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## PANELISTS



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# Build Business Value at Scale with Generative AI

10:00 AM-11:30 AM

In a fast changing world where Generative AI holds immense potential and requires careful safeguarding, it is more important than ever for organizations to stay focused on solving business priorities. Organizations need a modern data strategy and an AI strategy in order to innovate rapidly with generative AI at scale. This topic provides an overview of addressable use cases for generative AI; the approach to mobilizing and scaling business value; how to think holistically about data and AI; and considerations for technology, people, process, and mindset.

### Discussion Topics

Data is an asset - leverage its power to drive business value for Generative AI

Technology: Modern Data Foundation. Incrementally scale data, platform, and people according to use case priority

Mindset: Foster innovation, agility, and reduce the cost of experimentation

People: New skills and roles; close the skill gaps

Process: Governance, Ethics and Alignment

## PANELISTS



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