

# AGENDA

## Driving into AI - The Generative AI Opportunity for the Automotive Industry Executive Event

### SPEAKERS



**Markus Einhorn**  
Director Engineering  
[SEG Automotive](#)



**Sachin Agrawal**  
Senior Data Scientist  
Connected Car  
[Mercedes-Benz AG](#)



**Ahmed Yousif**  
Automotive  
Simulation Product  
Owner  
[Valeo](#)



**Stefan Pietrek**  
Sr. Director, Global  
Decarbonization  
Solutions, Business  
Development  
[Danfoss Inc](#)



**Srinivas Rao Kanchi**  
Cybersecurity  
Manager  
[Flex](#)



**Hariharan  
Venkitachalam**  
Head of Product  
Safety and Security  
Governance  
[Iveco Group](#)



**Matthias Hampel**  
Chief Revenue  
Officer / Ecosystem &  
Partner Leader IBM  
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**Sinan Karaburun**  
Solutions Architect  
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**Bruno Rosa**  
Head of Project  
Management  
[MAHLE](#)

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**March 20, 2025**

Central European Time

CHAIR

## Driving into AI - The Generative AI Opportunity for the Automotive Industry

6:30 PM-9:30 PM

Automotive companies' existing investments in digital, data and cloud technology provide a strong foundation to harness the potential of generative AI. Join the discussion with industry peers and experts on how to scale AI from pilot experimentation to broad value gain in productive use. Innovative project that reduced costs and increased customer satisfaction across all functional areas, from product development to after-sales service. Get ready for a unique experience that blends the thrill of driving with cutting-edge conversations about the future of Artificial Intelligence.

CHAIR

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