

# AGENDA

Executive Event

# Journey to Generative AI

## SPEAKERS



**Darlene Volas**  
VP, Global Field  
Engineering  
[DataStax](#)



**Dr. Ryan Ries**  
Chief Data Science  
Strategist  
[Mission Cloud](#)



**Josh Orenstein**  
CTO  
[LA - Lindeman &  
Associates](#)



**Brad Tyler**  
VP, Enterprise  
Applications  
[Panavision](#)



**Amit Singh**  
WW Head of GTM &  
Use Cases,  
Generative AI & ML  
Partnerships  
[Amazon](#)



**Rohit Gupta**  
Americas Partner  
Leader - Generative  
AI  
[AWS](#)



**Naya Wenger**  
VP Applied Data &  
Insights  
[Fox Corporation](#)



**Ali Sabbah**  
Head of IT  
[Gaumont](#)



**Pradeep Mariappan**  
Head of Data  
[PlayVS](#)



**Amanda Solomon**  
Former VP, Digital  
Growth & Creator  
[Playboy](#)



**Michael Pobiega**  
Director, Live Action  
Production  
[Moonbug  
Entertainment](#)



**Isabel Laurent**  
Lead AI Market  
Manager  
[Amazon Music](#)

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July 31, 2024

Pacific Time

## Welcome & Registration

8:30 AM-9:00 AM

## Opening Remarks

9:00 AM-9:10 AM

## Generative AI Adoption Trends and Key Use Cases in Media & Entertainment

9:10 AM-9:30 AM

### PANELISTS



**Amit Singh**  
WW Head of GTM &  
Use Cases,  
Generative AI & ML  
Partnerships  
[Amazon](#)

## Data as your Differentiator

9:30 AM-9:50 AM

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



**Rohit Gupta**  
Americas Partner  
Leader - Generative  
AI  
[AWS](#)

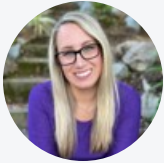
## Networking Break

9:50 AM-10:05 AM

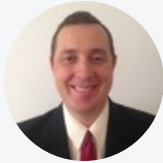
## Innovation Showcase

10:05 AM-10:35 AM

## PANELISTS



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DataStax



**Dr. Ryan Ries**  
Chief Data Science  
Strategist  
Mission Cloud

## Navigating the Generative AI Landscape

10:35 AM-11:20 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



**Rohit Gupta**  
Americas Partner  
Leader - Generative  
AI  
AWS

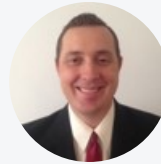
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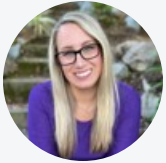
## Networking Break

11:20 AM-11:35 AM

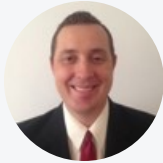
## Starting Your Generative AI Journey

11:35 AM-11:45 AM

## PANELISTS



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DataStax



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Chief Data Science  
Strategist  
Mission Cloud

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**Executive Roundtable Lunch**

11:45 AM-1:00 PM

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**Closing Remarks & Networking**

1:00 PM-1:30 PM

TOGETHER WITH

