AGENDA

From Insights to Impact: How AI Is Reshaping the Product and Marketing Playbook for Growth

Executive Dinner

SPEAKERS

Ben Jones
Director of Product Design
Sprinklr

Richil Cheng
VP Product Strategy
Endava

Drew Gillett
VP, Retail Marketing
Guild Mortgage

Sonal Chiranewala
Director, Product Management
Microsoft

Mohit Dawar
Senior Product Manager
Amazon

Click Here to Register

FROM INSIGHTS TO IMPACT: HOW AI IS RESHAPING THE PRODUCT AND MARKETING PLAYBOOK FOR GROWTH

March 26, 2026
5:30 PM-9:00 PM
Pacific Time

Product and marketing leaders are at an inflection point. AI is no longer just improving analysis — it is beginning to influence decisions, automate execution, and fundamentally change how growth is delivered. Yet many teams are discovering that without the right data foundation and operating model, AI investments fail to translate into measurable business impact.

This invite-only CXO roundtable brings together senior product and marketing leaders for an off-the-record discussion on how AI is being applied across the modern data and MarTech stack today. The conversation will focus on what is working in practice, what is not, and how leading teams are moving beyond dashboards to AI-driven experimentation, personalization, and automation that accelerate insight to action and drive revenue.

We will discuss what it truly means to be AI-ready, why data quality and visibility have become strategic priorities, and where AI agents are delivering real value versus where expectations still exceed reality. The group will also explore how product and marketing teams are collaborating more closely to align on the customer journey, balance speed and personalization with

governance and trust, and what leaders need to change in how their teams operate to stay competitive.

Join a small group of peers for a candid exchange of real-world lessons and forward-looking perspectives, paired with an intimate dining experience designed to encourage open conversation and meaningful connection.

TOGETHER WITH