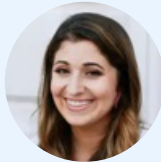


# AGENDA

Executive Event

# Journey to Generative AI

## SPEAKERS



**Caila Schwartz**  
Director of Consumer  
Insights and Strategy  
for Retail and  
Consumer Goods  
Salesforce



**Kevin McCurdy**  
Global APN Segment  
Lead for Consumer  
Goods  
AWS



**Ravi Vemuri**  
EVP Data & Analytics  
TriMark USA



**Kelli Such**  
Americas Data  
Strategy Leader  
AWS



**Arul Sugunakumar**  
Chief Technology  
Officer  
Pampered Chef

[Click Here to Register](#)



July 24, 2024

Central Time

Welcome & Registration

8:30 AM-9:00 AM

Opening Remarks

9:15 AM-9:20 AM

Generative AI Adoption Trends and Key Use Cases  
in Retail & Consumer Goods

9:20 AM-9:45 AM

## PANELISTS



**Kevin McCurdy**  
Global APN Segment  
Lead for Consumer  
Goods  
[AWS](#)

## Data as your Differentiator

9:45 AM-10:05 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



**Kelli Such**  
Americas Data  
Strategy Leader  
[AWS](#)

## Networking Break

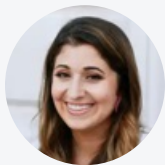
10:15 AM-10:30 AM

## Innovation Showcase

10:30 AM-11:00 AM

Explore the powerful combination of AWS and Salesforce to increase customer lifetime value with hyper-personalization using AI and real-time data. We'll also dig into the trends shaping the 2024 holiday season shaping the Retail and Consumer Goods industry.

## PANELISTS



**Caila Schwartz**  
Director of Consumer  
Insights and Strategy  
for Retail and  
Consumer Goods  
[Salesforce](#)


## Navigating the Generative AI Landscape

11:10 AM-11:55 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

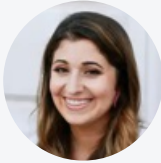
customer experiences and driving business growth. Our discussion will also cover the most anticipated advancements in Generative AI over the next 12-24 months and their potential impact on businesses. Additionally, we'll address the ethical and regulatory considerations surrounding AI use, and examine the build vs. buy decisions executives face when choosing AI solutions.

CHAIR




**Kelli Such**  
Americas Data  
Strategy Leader  
[AWS](#)

PANELISTS



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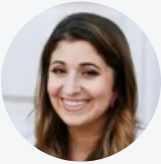
## Networking Break

11:55 AM-12:05 PM

## Starting Your Generative AI Journey

12:05 PM-12:20 PM

PANELISTS



**Caila Schwartz**  
Director of Consumer  
Insights and Strategy  
for Retail and  
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[Salesforce](#)

## Executive Roundtable Lunch

12:20 PM-1:35 PM

## Closing Remarks & Networking

1:35 PM-1:45 PM

