

# AGENDA

Executive Event

# Journey to Generative AI

## SPEAKERS



**Sylvie Nocher**  
Head of Sales &  
Presales - Business  
Line Data&AI, Atos  
Group  
[Atos](#)



**Nelly Solovyova**  
Director, Data &  
Analytics  
[Danone](#)



**Achraf Seddik**  
Chief Data Scientist -  
AI Factory  
[Crédit Agricole CIB](#)



**Olivier Daloy**  
CEO & Founder  
[BluEnable](#)



**Simon Ghisellini**  
Group Program  
Manager  
[Fareva](#)



**Taoufiq Haddane**  
CTO, Atos Group  
[Eviden](#)



**Jade Le Van**  
Principal Sales  
Engineer  
[Snowflake](#)



**Nader Shoueiry**  
Senior Partner  
Development  
Specialist EMEA -  
Data & AI  
[AWS](#)



**Herve Lemaire**  
CEO  
[Selartag](#)



**Paul Lasserre**  
Head of Generative  
AI Partnerships  
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**Vincent Recamier**  
Head of AI Factory  
[Christian Dior](#)  
[Couture](#)



**Jimena Almendares**  
Chief Digital Officer  
[Decathlon](#)



**Vincent Omnès**  
CTO Architecture &  
Integration  
[L'Oreal](#)



**Jean-Christophe  
Lebreton**  
CTO  
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**Virgile Boëssé**  
Manager, Data & AI  
Program  
[Air France KLM](#)



**François Andre  
Wilson**  
Head of Data & AI  
Innovation  
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**Umberto D'Amico**  
Digital Director  
[Mobilize Financial](#)  
[Services](#)



**Jean-Pierre  
DUMOULIN**  
VP, Global  
Connectivity Projects  
[Stellantis](#)



**Niels de Heer**  
Head of Data &  
Analytics  
Unilever



**Eric Poilvet**  
SI Solutions Director  
Snowflake

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**November 13, 2024**

Greenwich Mean Time

## Welcome & Registration

8:30 AM-9:15 AM

## Opening Remarks

9:15 AM-9:25 AM

## Generative AI Adoption Trends and Key Use Cases

9:25 AM-9:45 AM

Achieving success with generative AI requires a modern data strategy focused on aligning mindset, people/process, and technology. Customers will learn key elements of an effective data strategy, including a customer-centric mindset, empowered teams, and a scalable data architecture enabled by cloud services like AWS Bedrock and other AWS generative AI offerings to fuel secure and governed generative AI applications. By building these foundational capabilities, organizations can harness the power of generative AI to create business value.

### PANELISTS



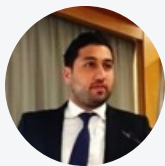
**Paul Lasserre**  
Head of Generative  
AI Partnerships  
AWS

## 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.

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Development  
Specialist EMEA -  
Data & AI  
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## Networking Break

10:05 AM-10:25 AM

## Innovation Showcase

10:25 AM-10:55 AM

Snowflake and Eviden will share the learnings from accompanying their customers on GenAI topics over the last couple of years, sharing stories of the solutions built.

Companies are moving up the maturity curve on GenAI topics, gaining clarity on which use cases have the adequate ROI to go into production and shifting their focus to user adoption and cost control.

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Principal Sales  
Engineer  
[Snowflake](#)

## Navigating the Generative AI Landscape

10:55 AM-11:50 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



**Nader Shoueiry**  
Senior Partner  
Development  
Specialist EMEA -  
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## Executive Roundtable Lunch

11:50 AM-1:00 PM

## Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH

