



Generative AI in Action: Enterprise Value Creation

Executive Event

SPEAKERS



Badrish Prakash
Global Head of Alliances
[Tiger Analytics](#)



Seena Ganesh
VP, Engineering
[Staples](#)



Jason Weinstein
Director Business Development
[Tiger Analytics](#)



Gagan Singh
Regional Sales Head
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Shadaab Kanwal
MD of Digital, Data, & Analytics
[Charles Schwab](#)



Marc Mackey
Global IT Director
[Nike](#)



Ting Zou
Director, Global Tech Operation
[TikTok](#)



Shubham Kulshrestha
Generative AI Partner
Co-To-Market
[AWS](#)



Jimmy Shah
Title: Principal GTM Specialist, SageMaker AI
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April 24, 2025

Pacific Time

Welcome & Registration

10:00 AM-10:45 AM

Opening Remarks

10:45 AM-11:00 AM

Generative AI in Action: Enterprise Value Creation

Explore the practical application of generative AI, particularly within enterprise settings using platforms from some of the leaders in the space. It critically examines the prevailing trend of deploying excessively large language models (LLMs), arguing that a "one-size-fits-all" approach may not optimize value creation. Instead, it advocates for a shift towards customized generative AI strategies, emphasizing the importance of tailoring LLM scalability and customization to specific organizational needs. By questioning the default "XL" approach, this work highlights the potential pitfalls of over-engineered AI and underscores the necessity of nuanced, personalized solutions for achieving optimal performance and alignment with unique enterprise objectives.

PANELISTS



Speaker

Shubham Kulshrestha

Generative AI Partner

Go-To-Market

AWS

Break

11:30 AM-11:45 AM

PANEL

11:45 AM-12:30 PM

Beyond the Hype: Navigating the Challenges and Opportunities of Generative AI Implementation

Generative AI offers huge potential, but successful implementation requires navigating key challenges. Data bias, computational costs, ethical concerns, and workflow integration are significant hurdles. However, automation, personalization, accelerated R&D, and enhanced creativity present transformative opportunities. Organizations must prioritize data quality, responsible AI, and strategic use cases to move beyond the hype and realize generative AI's true value.

PANELISTS

Lunch Break & Networking Hour

12:30 PM-1:15 PM

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