

## Enhancing Customer Experience Through Generative AI: Transformative Strategies for Modern Marketers

# Executive Dinner

### SPEAKERS



**Sandeep Kapoor**  
Director of Marketing  
Keysight Technologies



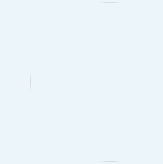
**Priscilla Ledesma**  
Director  
Braven



**Steve Choi**  
Director, Product Digital Marketing  
Prudential



**Dhouglas Carvalho**  
VP, Global Market Data, Analytics & Research Technology  
Bank of America



**paulina yick**  
global portfolio marketing director  
Experian

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**October 02, 2024**

5:30 PM-9:00 PM

Eastern Time

## Enhancing Customer Experience Through Generative AI: Transformative Strategies for Modern Marketers

In an era where customer experience defines brand success, Generative AI emerges as a potentially powerful tool for marketers to innovate and personalize engagement. Join us to explore how generative AI can be harnessed to create immersive customer journeys, tailor content at scale, and help understand consumer behavior with unprecedented accuracy. Join us for an evening of strategic discussion, networking, and culinary delights as we delve into the future of marketing with generative AI.

TOGETHER WITH

