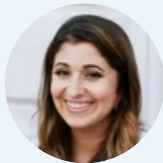




Executive Event

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



Speaker

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



Speaker

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



Speaker

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.

PANELISTS



Chair

Kelli Such
Americas Data Strategy
Leader
AWS



Speaker

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



Speaker

Kevin McCurdy
Global APN Segment
Lead for Consumer
Goods
AWS

Networking Break

11:55 AM-12:05 PM

Starting Your Generative AI Journey

12:05 PM-12:20 PM

PANELISTS



Speaker

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

Executive Roundtable Lunch

12:20 PM-1:35 PM

Closing Remarks & Networking

1:35 PM-1:45 PM

TOGETHER WITH

