

Executive Event

# Accelerating Customer Experience ROI through Generative AI

## SPEAKERS



**Donna Laskowski**  
Sr Director Consumer Experience  
[PepsiCo](#)

**Wayne Simmons**  
Global Customer Excellence Lead, Chief Marketing Officer  
[Pfizer](#)



**Irene Sibaja**  
Director of Global Partnerships  
[Treasure Data](#)



**Vishal Patel**  
VP Sales Strategy and Enablement  
[Treasure Data](#)



**Adam Solomon**  
Global Head of BD and GTM, AWS Clean Rooms and AWS Entity Resolution  
[AWS](#)



**Neerav Vyas**  
VP, Head of MarTech & AdTech Solutions  
[Tredence](#)



**Dio Favatas**  
Director: Head of Identity and Marketing Clouds  
[Tredence](#)



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



**Stanislav Rosenberg**  
Global Director, Head of Portfolio, Innovation, R&D Analytics  
[Mars](#)

**paulina yick**  
global portfolio marketing director  
[Experian](#)



**Ruben Arias**  
Regional IT Director  
[Bridge Hotel Group](#)



**Richard George**  
Head of Integrated Marketing  
[London Stock Exchange Group](#)



**Nsim Tal**  
CTO  
[DoubleVerify](#)



**Sarah Perkins**  
Head of Product  
[National Grid](#)

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**September 26, 2024**  
Eastern Time

## Registration

9:30 AM-10:00 AM

## Unlocking Consumers Demand for Personalization

10:00 AM-10:05 AM

Hyperpersonalization on a real-time basis is requiring brands to push the boundaries of marketing excellence across the customer life cycle. Understanding the complexities of activation, experience, engagement and loyalty is the first step in delivering a monetizable solution

### PANELISTS



Speaker

**Irene Sibaja**  
**Director of Global**  
**Partnerships**  
Treasure Data

## Marketing Activation through Clean Rooms

10:05 AM-10:20 AM

Clean rooms address the challenges of marketing activation by ensuring data privacy and compliance, allow data collaboration, & ultimately provide granular insights. In this session you'll hear about the vision of implementing and leveraging clean rooms and the resulting business ROI generated

### PANELISTS



Speaker

**Adam Solomon**  
Global Head of BD and  
GTM, AWS Clean  
Rooms and AWS Entity  
Resolution  
AWS

## Collaborating to Deliver the Quantum Customer Experience

10:20 AM-10:50 AM

During this session, you will be introduced to an integrated solution that has demonstrated 50% faster solution delivery for Treasure Data on AWS allowing for speedier decisioning making, solution design, and business case development.

### PANELISTS



Speaker

**Vishal Patel**  
VP Sales Strategy and  
Enablement  
Treasure Data



Speaker

**Neerav Vyas**  
VP: Head of MarTech &  
AdTech Solutions  
Tredence

## Networking Break

10:50 AM-11:05 AM

## Accelerating Customer Experience ROI through Generative AI

11:05 AM-11:50 AM

During this session, subject matter experts will dive into strategies and deployable tactics to drive better ROI for connected customer experiences

### PANELISTS



Chair

**Neerav Vyas**

**VP: Head of MarTech &  
AdTech Solutions**

Tredence



Speaker

**Adam Solomon**

**Global Head of BD and  
GTM, AWS Clean  
Rooms and AWS Entity  
Resolution**

AWS



Speaker

**Irene Sibaja**

**Director of Global  
Partnerships**  
Treasure Data



Speaker

**Dio Favatas**

**Director: Head of  
Identity and Marketing  
Clouds**  
Tredence

## Innovation Showcase

**11:50 AM-12:10 PM**

Going through a real life case study on how brands have utilized CDPs and Clean Rooms to drive actionable insights for marketing, consumer insights, and product development.

### PANELISTS



Speaker

**Neerav Vyas**

**VP: Head of MarTech &  
AdTech Solutions**

Tredence

## Roundtable Lunch

**12:10 PM-1:00 PM**

## Closing Remarks & Networking

**1:00 PM-1:30 PM**

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