



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



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



Nisim 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

Speaker

Vishal Patel
VP Sales Strategy and
Enablement
Treasure Data

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

TOGETHER WITH



TREASURE
DATA



TREDENCE

