



## Thought Leadership: AI Real Talk: A Clear View Beyond the Hype

# Executive Dinner

### SPEAKERS



**Michele Eggers**  
VP of Marketing  
SAS



**Ayush Agarwal**  
Director product  
management  
Intuit



**Steve Zalewski**  
Former QSO  
Levi Strauss & Co.



**Rajni Sharma**  
Director, Product  
Management  
Walmart



**Habib Basiri**  
Director of Product  
Management, Data & AI  
Platforms  
Extreme Networks



**Smriti Sheth**  
Senior Director, Insights  
IPSY

**Lorena Morales**  
Director, Global Digital  
Marketing Revenue  
Operations  
JLL

[CLICK HERE TO REGISTER](#)



**August 20, 2025**

5:30 PM-9:00 PM  
Pacific Time

## Thought Leadership: AI Real Talk: A Clear View Beyond the Hype

In today's data-driven world, AI is transforming how marketers extract insights, predict customer behavior and optimize engagement strategies. However, the challenge lies in converting vast amounts of customer data into meaningful, real-time actions that drive loyalty and business growth.

This discussion explores how AI-powered analytics and automation can help marketers turn complex data into actionable strategies, ensuring

personalized, effective and ethical customer interactions.

Through this event, you'll discover best practices for leveraging AI-driven insights to enhance decision making, optimize campaigns and future-proof your marketing strategies. Join us to explore how AI-powered insights can help you drive more impactful marketing strategies, enhance customer engagement and stay ahead in an evolving digital landscape.

---

TOGETHER WITH

