



## Driving into AI - The Generative AI Opportunity for the Automotive Industry

# Executive Event

### SPEAKERS



**Markus Einhorn**  
Director Engineering  
SEG Automotive



**Sachin Agrawal**  
Senior Data Scientist  
Connected Car  
Mercedes-Benz AG



**Ahmed Yousif**  
Automotive Simulation  
Product Owner  
Valeo



**Stefan Pietrek**  
Sr. Director, Global  
Decarbonization  
Solutions, Business  
Development  
Danfoss Inc



**Srinivas Rao Kanchi**  
Cybersecurity Manager  
Flex



**Hariharan  
Venkitachalam**  
Head of Product Safety  
and Security  
Governance  
Iveco Group



**Matthias Hampel**  
Chief Revenue Officer /  
Ecosystem & Partner  
Leader IBM DACH  
IBM



**Sinan Karaburun**  
Solutions Architect  
AWS



**Bruno Rosa**  
Head of Project  
Management  
MAHLE

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**March 20, 2025**

Central European Time

### Virtual Race Track - Driving Competition

4:30 PM-6:30 PM

### Driving into AI - The Generative AI Opportunity for the Automotive Industry

6:30 PM-9:30 PM

Automotive companies' existing investments in digital, data and cloud technology provide a strong foundation to harness the potential of generative AI. Join the discussion with industry peers and experts on how to scale AI from pilot experimentation to broad value gain in productive use. Innovative project that reduced costs and increased customer satisfaction across all functional areas, from product development to after-sales service. Get ready for a unique experience that blends the thrill of driving with cutting-edge conversations about the future of Artificial Intelligence.

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