

# AGENDA

Enable Next Gen Customer Insights

## Executive Brunch

### SPEAKERS



**Mike Sandler**  
CIO  
[Eligo Energy](#)



**Donald Wheeler**  
Senior Vice President,  
Information Technology  
[YWCA Metropolitan  
Chicago](#)



**Sandeep Nema**  
Lead Director,  
Architecture  
[CVS Health](#)



**Anamitra Chaudhuri**  
SVP - Global Cloud  
Solutions Lead  
[Merkle](#)



**Bob Clinkert**  
CTO  
[Farm Journal](#)



**Anand Lakshmanan**  
Cloud Innovation ?  
Delivery Lead  
[Merkle](#)

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**December 11, 2023**  
Central Time

### Welcome and Registration

10:30 AM-11:00 AM

### Enable Next Gen Customer Insights

11:00 AM-12:30 PM

In a dynamic world of diverse consumer data, intricate privacy regulations, and ever-evolving consumer behaviors, the pursuit of a comprehensive 'Customer 360' seems like a fascinating journey. Join our session tailored for those steering the ship of data strategies. We'll unravel the mysteries of navigating this complex landscape and harnessing the power of AWS C360. Through a use-case approach, discover how to transform challenges into opportunities, maximizing the benefits of this framework. For organizations ready to embark on their own journey, we'll share practical ideas for pilot engagements. Let's explore the magic within data, transforming intricacies into insights, and

charting a course for a new era in customer experiences.

## Closing Remarks & Networking

12:30 PM-1:00 PM

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