

# AGENDA

Reshaping Connected Customer Experience (CX) for Financial Services in the Digital Age Using Customer Data Platforms

## FSI Dinner

### SPEAKERS



**Wendy Coburn**  
Sr Director, Industry Strategist (Financial Services)  
[Acxiom](#)



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



**Alma Kondili**  
Transformation Lead - Technology COO - Platform Applications  
[Wells Fargo](#)



**Shweta Mahajan**  
Product Owner, Data Management Lead  
[Bloomberg](#)



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



**Wendy Coburn**  
Sr Director, Industry Strategist (Financial Services)  
[Acxiom](#)

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### RESHAPING CONNECTED CUSTOMER EXPERIENCE (CX) FOR FINANCIAL SERVICES IN THE DIGITAL AGE USING CUSTOMER DATA PLATFORMS



**November 16, 2023**

6:00 PM-9:30 PM

Eastern Time

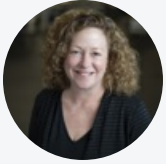
To thrive in today's fast-paced marketplace, financial services companies must leverage complex data to enhance and simplify customer experience. Many Global 2000 companies rely on Treasure Data Enterprise Customer Data Platform to solve these challenges – enabling them to build Customer 360 views, segment customer data, obtain actionable insights, improve marketing efficiencies, and deliver personalized experiences.

The rewards for “getting it right” are substantial – from improving customer loyalty, customer life-time-value, and shareholder value, to decreasing cost-to-serve and enhancing capabilities to compete with non-traditional fintechs (such as Apple) who are disrupting the market.

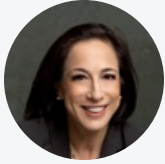
Attend this exciting event to learn/discuss with industry experts how you can:

- Recognize the urgency of the challenges to retail banking.
- Expand engagement by identifying opportunities to use customer data around your customer's journeys to expand engagement.
- Enhance customer experiences by putting in place the necessary and foundational customer data platform that leverages all the promises of AI.

## PANELISTS



**Wendy Coburn**  
Sr Director, Industry  
Strategist (Financial  
Services)  
[Axiom](#)



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

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