

AGENDA

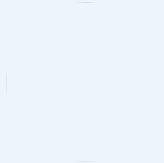
Journey to Generative AI

Executive Breakfast

SPEAKERS



Shubradeep Ghosh
Executive Director &
Head of Business
Transformation
[Cummins](#)



**Krishnan
Chandrasekharan**
Director IT Architect
[IQMA](#)



Martin Münch
Team Leader – Big Data
and AI
[KBC Group](#)



Jakub Zanka
FS&I Senior Consultant
for Data/AI at
DataSentics
[Eviden](#)



Helena Yin Koepl
Director of Enterprise
Strategy
[AWS](#)



Clair Phelps
CSO
[Wagestream](#)



Jack Sharpe
CSO - Head of AI and
Cyber Security
[Instil](#)



Sameer Durbhaka
SVP, Data & Reg
Operations Data
Governance Office
[Citibank](#)



Natasha Davydova
CIO
[AXA Plc](#)

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November 27, 2024
United Kingdom Time

Welcome & Registration

9:00 AM-9:30 AM

Opening Remarks

9:30 AM-9:40 AM

A Leader's Guide to Generative AI: From Ideas to Value

9:40 AM-10:10 AM

Generative AI has emerged as a powerful tool for creating business value, with its unprecedented cross-modal capabilities that can integrate and process diverse data.

In this session, we will explore core capabilities, use cases, and strategies for balancing quality, performance, and cost. Practical examples will demonstrate how organizations leverage generative AI to drive measurable impact and gain a competitive edge. Crucially, the session will address responsible AI implementation, ensuring ethical and regulatory alignment. Attendees will gain a holistic understanding of generative AI and a structured plan for unlocking its full potential within their organization, from enhancing operations to accelerating innovation and creating captivating experiences.

PANELISTS



Speaker

Helena Yin Koeppel
Director of Enterprise
Strategy
AWS

Navigating the Generative AI Landscape

10:10 AM-11:00 AM

Let's explore the transformative potential of Generative AI, guided by insights from cloud experts and industry leaders. We'll delve into real-world examples of AI innovations, strategies for C-level executives to integrate AI successfully, and best practices for enhancing customer experiences and driving business growth. Our discussion will also cover the most anticipated advancements in Generative AI over the next 12-24 months and their potential impact on businesses. Additionally, we'll address the ethical and regulatory considerations surrounding AI use, and examine the build vs. buy decisions executives face when choosing AI solutions.

PANELISTS



Chair

Jack Sharpe
**CISO - Head of AI and
Cyber Security**
Instil



Speaker

Helena Yin Koeppl
**Director of Enterprise
Strategy**
AWS



Speaker

Jakub Zanka
**FS&I Senior Consultant
for Data/AI at
DataSentic**
Eviden



Speaker

Martin Münch
**Team Leader – Big
Data and AI**
KBC Group

Closing Remarks & Networking

11:00 AM-11:30 AM

TOGETHER WITH

EVIDEN

