

# AGENDA

From Intuition to Impact: Experimentation and AI in the Next Era of Media & Gaming

## Executive Dinner

### SPEAKERS

**David Or**  
VP of Product  
Engineering  
Arkadium

**Pranay Prabhat**  
Head of Engineering  
The New York Times

**Michael Puterbaugh**  
Sr Director Media  
Technology  
A+E Global Media

**Shahan Rahman**  
Director of Quality  
Assurance  
AMC Networks



**Caila Litman**  
Sr. Director, GTM  
Strategy  
iHeartMedia

**Jose Castro**  
Sr. Director, Strategy &  
Insights  
TelevisaUnivision

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**January 28, 2026**

5:30 PM-9:00 PM

Eastern Time

## From Intuition to Impact: Experimentation and AI in the Next Era of Media & Gaming

How do today's leading media, entertainment, and gaming companies balance bold innovation with measurable results? In this executive roundtable, we'll explore how leaders are harnessing AI, real-time personalization, and new monetization models—while grounding their bets in experimentation and incrementally. Join us to discuss how data-driven strategies are shaping customer engagement, unlocking new revenue streams, and future-proofing experiences across platforms. Expect candid conversations, lessons learned, and practical insights you can bring back to your organization.

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