

# AGENDA

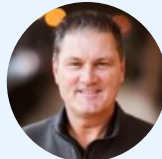
Generative AI for Retail & Consumer Goods: The Opportunities, Challenges  
and Reality for CxO's

## Executive Dinner

### SPEAKERS



**Amit Singh**  
WW Head of GTM &  
Use Cases,  
Generative AI & ML  
Partnerships  
[Amazon](#)



**David LaRue**  
CIO  
[KEH](#)



**Amen Boyd**  
Digital Marketing  
Director  
[Flowers Foods](#)



**David LaRue**  
CTO  
[Directroad](#)

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**GENERATIVE AI FOR RETAIL & CONSUMER  
GOODS: THE OPPORTUNITIES, CHALLENGES  
AND REALITY FOR CXO'S**



**June 18, 2024**

5:30 PM-9:00 PM

Eastern Time

Generative AI has captured the world's attention as one of the most significant technology developments in decades. Boards and CEOs are asking company leaders to share more about their specific plans to leverage this technology, including potential business impact, costs, and risks in their day-to-day operations. Senior leaders in Retail & Consumer Goods organizations are trying to answer a number of questions. Join us for an invitation only conversation about Generative AI for senior leadership. Learn and share with your peers about real-world perspectives and experiences with this technology.

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