

# AGENDA

## Executive Event Symposium

### SPEAKERS



**Andrew McInnes**  
VP, North America AI,  
Digital & Orchestration  
[Genesys](#)



**Lorena Morales**  
Director, Global Digital  
Marketing Revenue  
Operations  
[JLL](#)



**Hansneet Randhawa**  
Director Business  
Operations & Strategic  
Initiatives  
[Workday](#)



**Florence Su**  
VP, Performance  
Marketing  
[Vivian Health](#)



**Priyanka Mani**  
Global Head of Product,  
Omnichannel Growth &  
AI Powered Innovation  
[Intuit](#)



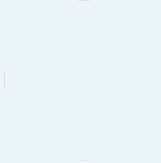
**Dan Leiva**  
VP, Customer Service &  
Marketing Technology  
[eBay](#)



**Linda Zanchi**  
Strategic Marketing  
Integration Director  
[Western Digital](#)



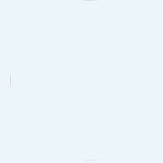
**James Walford**  
Senior Director, Global  
Innovation  
[Genesys](#)



**Mazhar Hussain**  
Sr. Director AI, Agentic  
AI, Gen AI & Data  
Analytics  
[Virtusa](#)



**Martin Ristov**  
Sr. Partner AI  
Technologist  
[AWS](#)



**Sai Lolayekar**  
Business  
Transformation and  
Value Advisor  
[AWS](#)



**Nora Di Bene**  
Sr. Director, Strategic  
Alliances Sales &  
Strategy  
[Genesys](#)



**Trevor Schulze**  
CO  
[Genesys](#)

**Mazhar Hussain**  
Sr. Director AI, Agentic  
AI, Gen AI & Data  
Analytics  
[Virtusa](#)

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**July 17, 2025**

Pacific Time

## Welcome & Registration

8:30 AM-9:20 AM

## Opening Remarks

9:20 AM-9:30 AM

## Empathy as a Business Strategy: Redefining Value Creation

9:30 AM-10:10 AM

In today's experience-driven economy, empathy isn't just a virtue—it's a competitive advantage. Join James Walford, Senior Director, Global Innovation at Genesys, for a compelling keynote on how leading organizations are transforming trust and emotional intelligence into business value.

Through real-world stories and actionable insights, James will explore the shift from transactional to emotional loyalty, the rising importance of trust in digital interactions, and how AI can amplify—not replace—human empathy. Learn how future-fit leaders are blending emotional intelligence with intelligent technology to drive long-term customer loyalty and growth. Attendees will leave with a new framework for embedding empathy into strategy, culture, and operations—and a fresh perspective on leadership in the era of AI.

### PANELISTS



Speaker

**James Walford**

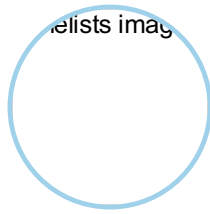
Senior Director, Global  
Innovation  
Genesys

## Learn from AWS – Culture of Innovation

10:15 AM-10:45 AM

Gain inspiration from AWS's unique approach to sustained innovation at scale through an exploration of four key elements: culture, mechanisms, architecture, and organization. Learn how AWS maintains customer obsession while fostering innovation through Leadership Principles, sustainable flywheels, and the Working Backwards process. This session shares valuable insights, best practices, and lessons learned from AWS's cultural mechanisms that help drive continuous innovation and customer delight.

### PANELISTS



Speaker

**Sai Lolayekar**  
**Business**  
**Transformation and**  
**Value Advisor**  
AWS

## Networking Break

10:45 AM-11:00 AM

## Leading the Loyalty Revolution — CX and Growth in the AI Era

11:00 AM-11:45 AM

How these organizations are using AI-powered experience orchestration from Genesys and AWS to enhance customer experience, build emotional loyalty, and reposition their growth strategies around empathy.

### PANELISTS



Chair

**Nora Di Bene**  
**Sr. Director, Strategic**  
**Alliances Sales &**  
**Strategy**  
Genesys



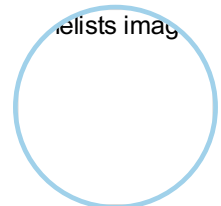
Speaker

**Andrew McInnes**  
**VP, North America AI,**  
**Digital & Orchestration**  
Genesys



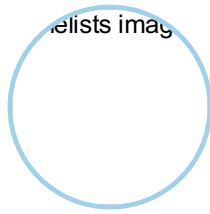
Speaker

**Dan Leiva**  
**VP, Customer Service**  
**& Marketing**  
**Technology**  
eBay



Speaker

**Martin Ristov**  
**Sr. Partner AI**  
**Technologist**  
AWS



Speaker

Trevor Schulze

CIO

Genesys

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**Executive Networking Lunch**

**11:45 AM-1:00 PM**

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**Closing Remarks & Networking**

**1:00 PM-1:30 PM**

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TOGETHER WITH

