

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



Priyankka Mani
Global Head of Product,
Omichannel Growth &
AI Powered Innovation
Intuit



Linda Zanchi
Strategic Marketing
Integration Director
Western Digital



James Walford
Senior Director, Global
Innovation
Genesys

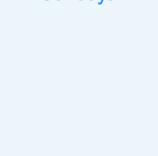


Trevor Schulze
AO
Genesys



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

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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

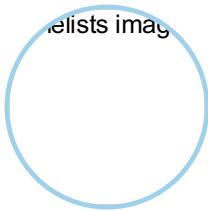
James Walford
Senior Director, Global
Innovation
Genesys

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



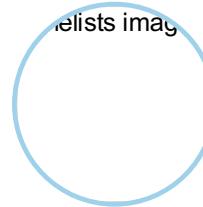
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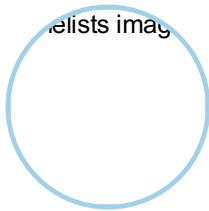
Speaker

Dan Leiva
VP, Customer Service
& Marketing
Technology
eBay



Speaker

Martin Ristov
Sr. Partner AI
Technologist
AWS



Speaker

Trevor Schulze
CIO
Genesys

Executive Networking Lunch

11:45 AM-1:00 PM

Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH

