

AGENDA

Global CX Reinvented: AI, Automation, and Human Creativity at Scale

Executive Dinner

SPEAKERS



Fox Ahmed
Global Head of
Cybersecurity &
Technology and Data
Protection Regulatory
Risk
BNP Paribas

Georg El
CEO
Phrase

Puneet Goenka
Industry Leader - Retail
AWS

Sapna Kandukuri
Marketing
LSEG (London Stock
Exchange Group)

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November 20, 2025

6:00 PM-9:30 PM
United Kingdom Time

Global CX Reinvented: AI, Automation, and Human Creativity at Scale

Customer experience is entering a new era one where AI, automation, and human creativity converge to shape how global enterprises engage, scale, and grow. At this private roundtable, senior executives will explore how to align efficiency, growth, and resilience as top CxO priorities.

Discussion will center on how AI is redefining engagement strategies, where automation creates measurable ROI, and why human oversight remains indispensable. Leaders will debate the role of multilingual strategy in digital transformation,

balancing central brand control with local market personalization, and turning global content into a driver of growth. The session will also examine how to build operational excellence by breaking down silos across product, marketing, and support while preparing teams for hybrid AI + human workflows that can adapt to evolving customer expectations.

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