

# AGENDA

AWS & Impetus Technology

# Executive Luncheon

## SPEAKERS



**Sergey Kozlovich**  
VP of Software  
Engineering  
[Los Angeles Times](#)



**Derek Larsen**  
VP GTM Strategy -  
Unified Data  
Platform Services  
[Impetus  
Technologies, Inc.](#)



**Dean Weber**  
Founder / CEO  
[Quantum AI Health](#)



**Jonathan Gallo**  
Director, Product  
Management -  
Discovery Platform &  
Cloud Strategy  
[Cotality](#)



**Patrick Callahan**  
Analytics Sales  
Leader, US-  
Enterprise and  
Retail/CPG  
[AWS](#)



**Sergey Kozlovich**  
VP of Software  
Engineering  
[Los Angeles Times](#)



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May 14, 2024

Pacific Time

## Lunch & Registration

11:30 AM-12:00 PM

### KEYNOTE

12:00 PM-12:25 PM

## How Los Angeles Times uses GenAI to Drive Content Recommendations

This keynote explores the transformative impact of GenAI technologies to redefine strategic vision and operational efficiency within the organization. It delves into innovative applications of GenAI, ranging from content recommendations to advanced problem-solving, providing business leaders with insights on how to leverage these technologies to enhance operational efficiency, foster innovation, and navigate the evolving digital landscape.

### PANELISTS



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### PANEL

12:30 PM-1:15 PM

## Unlocking the Potential of Generative AI

Dive into the future of business innovation with our expert panel featuring leaders from various industries. This session will explore the transformative impact of Generative AI technologies across industries, offering strategic insights into integration, data privacy, real-time analytics, and the road ahead for businesses ready to embrace the next wave of technological advancement. Whether you're navigating data challenges or seeking to leverage GenAI for competitive edge, this discussion is an invaluable opportunity to learn from the forefront of digital transformation. Join us to empower your organization with the knowledge to lead in the era of Generative AI.

### CHAIR



**Patrick Callahan**  
Analytics Sales  
Leader, US-  
Enterprise and  
Retail/CPG  
[AWS](#)

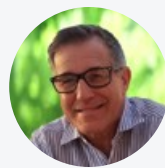
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## Closing Remarks & Networking

1:15 PM-2:30 PM

TOGETHER WITH

