

AGENDA

Executive Event

Journey to Generative AI

SPEAKERS



Edgar Zalite
Chief Data Architect
[Deutsche Bank](#)



Craig Shrader
Country Lead Canada -
QSO
[HSBC BANK](#)



Eliot Knudsen
Director, Product
Adoption
[Databricks Inc.](#)



Srini Masanam
Global Head of Data
Quality
[Citibank, N.A.](#)



Wesley Chung
Principal, Partner
Development, Data and
AI
[AWS](#)



Vishal Srivastava
Sr. Partner Solutions
Architect – GenAI
Specialists
[AWS](#)

**Sivaram
Sivanarayanan**
AWS Offering Leader,
TCS AI.Cloud
[Tata Consultancy
Services](#)

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August 27, 2024
Eastern Time

Welcome & Registration

8:30 AM-9:25 AM

Opening Remarks

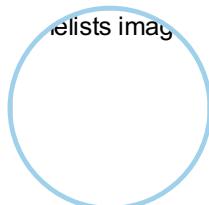
9:25 AM-9:30 AM

Generative AI Adoption Trends and Key Use Cases in Financial Services

9:30 AM-9:50 AM

Achieving success with generative AI requires a modern data strategy focused on aligning mindset, people/process, and technology. Customers will learn key elements of an effective data strategy, including a customer-centric mindset, empowered teams, and a scalable data architecture enabled by cloud services like AWS Bedrock and other AWS generative AI offerings to fuel secure and governed generative AI applications. By building these foundational capabilities, organizations can harness the power of generative AI to create business value.

PANELISTS



Speaker

Vishal Srivastava
Sr. Partner Solutions
Architect – GenAI
Specialists
AWS

Data as your Differentiator

9:50 AM-10:10 AM

Generative AI is generic and commodity *unless* you can integrate data about your business and customers, and that requires a modern data strategy. While technology is a critical component, learn what else comprises a modern data strategy and hear best practices for getting started on your journey today.

PANELISTS



Speaker

Wesley Chung
Principal, Partner
Development, Data and
AI
AWS

Networking Break

10:10 AM-10:25 AM

Innovation Showcase

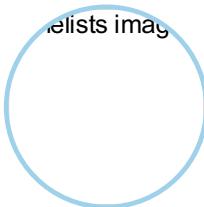
10:25 AM-11:05 AM

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Speaker

Sivaram
Sivanarayanan
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Navigating the Generative AI Landscape

11:05 AM-11:50 AM

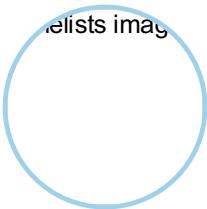
Let's explore the transformative potential of Generative AI, guided by insights from cloud experts and industry leaders. We'll delve into real-world examples of AI innovations, strategies for C-level executives to integrate AI successfully, and best practices for enhancing customer experiences and driving business growth. Our discussion will also cover the most anticipated advancements in Generative AI over the next 12-24 months and their potential impact on businesses. Additionally, we'll address the ethical and regulatory considerations surrounding AI use, and examine the build vs. buy decisions executives face when choosing AI solutions.

PANELISTS



Chair

Wesley Chung
Principal, Partner
Development, Data and
AI
AWS



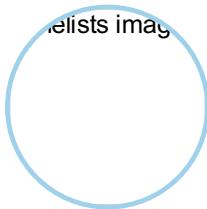
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TCS AI.Cloud
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Executive Roundtable Lunch

11:50 AM-12:50 PM

Closing Remarks & Networking

12:50 PM-1:20 PM

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