

AGENDA

Executive Event

Accelerating Customer Experience ROI through Generative AI

SPEAKERS



Donna Laskowski
Sr Director Consumer Experience
[PepsiCo](#)



Wayne Simmons
Global Customer Excellence Lead, Chief Marketing Officer
[Pfizer](#)



Irene Sibaja
Director of Global Partnerships
[Treasure Data](#)



Vishal Patel
VP Sales Strategy and Enablement
[Treasure Data](#)



Adam Solomon
VP, Head of Solutions Product Management
[LiveRamp](#)



Neerav Vyas
VP: Head of MarTech & AdTech Solutions
[Tredence](#)



Dio Favatas
Director: Head of Identity and Marketing Clouds
[Tredence](#)



Kevin McCurdy
Global APN Segment Lead for Consumer Goods
[AWS](#)



Stanislav Rosenberg
Global Director, Head of Portfolio, Innovation, R&D Analytics
[Mars](#)



Paulina Yick
Global portfolio director
[Experian](#)



Ruben Arias
Regional IT Director
[Bridge Hotel Group](#)



Richard George
Head of Integrated Marketing
[London Stock Exchange Group](#)



Nisim Tal
CTO
DoubleVerify



Sarah Perkins
Head of Product
National Grid

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September 26, 2024

Eastern Time

Registration

9:30 AM-10:00 AM

Unlocking Consumers Demand for Personalization

10:00 AM-10:05 AM

Hyperpersonalization on a real-time basis is requiring brands to push the boundaries of marketing excellence across the customer life cycle. Understanding the complexities of activation, experience, engagement and loyalty is the first step in delivering a monetizable solution

PANELISTS



Irene Sibaja
Director of Global
Partnerships
Treasure Data

Marketing Activation through Clean Rooms

10:05 AM-10:20 AM

Clean rooms address the challenges of marketing activation by ensuring data privacy and compliance, allow data collaboration, & ultimately provide granular insights. In this session you'll hear about the vision of implementing and leveraging clean rooms and the resulting business ROI generated

PANELISTS



Adam Solomon
VP, Head of
Solutions Product
Management
[LiveRamp](#)

Collaborating to Deliver the Quantum Customer Experience

10:20 AM-10:50 AM

During this session, you will be introduced to an integrated solution that has demonstrated 50% faster solution delivery for Treasure Data on AWS allowing for speedier decisioning making, solution design, and business case development.

PANELISTS



Vishal Patel
VP Sales Strategy
and Enablement
[Treasure Data](#)



Neerav Vyas
VP: Head of MarTech
& AdTech Solutions
[Tredence](#)

Networking Break

10:50 AM-11:05 AM

Accelerating Customer Experience ROI through Generative AI

11:05 AM-11:50 AM

During this session, subject matter experts will dive into strategies and deployable tactics to drive better ROI for connected customer experiences

CHAIR



Neerav Vyas
VP: Head of MarTech
& AdTech Solutions
[Tredence](#)

PANELISTS



Adam Solomon
VP, Head of
Solutions Product
Management
[LiveRamp](#)



Irene Sibaja
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[Treasure Data](#)



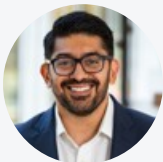
Dio Favatas
Director: Head of
Identity and
Marketing Clouds
[Tredence](#)

Innovation Showcase

11:50 AM-12:10 PM

Going through a real life case study on how brands have utilized CDPs and Clean Rooms to drive actionable insights for marketing, consumer insights, and product development.

PANELISTS



Neerav Vyas
VP: Head of MarTech
& AdTech Solutions
[Tredence](#)

Roundtable Lunch

12:10 PM-1:00 PM

Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH



**TREASURE
DATA**



TREDENCE