

AGENDA

Thought Leadership: AI Real Talk: A Clear View Beyond the Hype

Executive Dinner

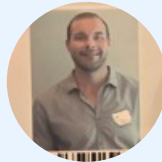
SPEAKERS



Michele Eggers
VP of Marketing
SAS



Paulina Yick
Global portfolio
director
Experian



James Shaw
Director, Marketing
Excellence
Takeda



Steve Choi
Director, Digital
Marketing & Product
Owner
Prudential Insurance



Subhabrata das
Lead Data Scientist
JP Morgan Chase



Laura Svejnar
Head of Global
Marketing Strategy &
Operations
Amazon Music

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THOUGHT LEADERSHIP: AI REAL TALK: A CLEAR VIEW BEYOND THE HYPE



August 26, 2025

5:30 PM-9:00 PM

Eastern Time

In today's data-driven world, AI is transforming how marketers extract insights, predict customer behavior and optimize engagement strategies. However, the challenge lies in converting vast amounts of customer data into meaningful, real-time actions that drive loyalty and business growth.

This discussion explores how AI-powered analytics and automation can help marketers turn complex data into actionable strategies, ensuring personalized, effective and ethical customer interactions.

Through this event, you'll discover best practices for leveraging AI-driven insights to enhance decision making, optimize campaigns and future-proof your marketing strategies. Join us to explore how AI-powered insights can help you drive more impactful marketing strategies, enhance customer engagement and stay ahead in an evolving digital landscape.

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