

AGENDA

Executive Event

Journey to Generative AI

SPEAKERS



Darlene Volas
VP, Global Field
Engineering
[DataStax](#)



Dr. Ryan Ries
Chief Data Science
Strategist
[Mission Cloud](#)



Josh Orenstein
CTO
[LA - Lindeman &
Associates](#)



Brad Tyler
VP, Enterprise
Applications
[Panavision](#)



Amit Singh
WW Head of GTM &
Use Cases,
Generative AI & ML
Partnerships
[Amazon](#)



Rohit Gupta
Americas Partner
Leader - Generative
AI
[AWS](#)



Naya Wenger
VP Applied Data &
Insights
[Fox Corporation](#)



Ali Sabbah
Head of IT
[Gaumont](#)



Pradeep Mariappan
Head of Data
[PlayVS](#)



Amanda Solomon
Former VP, Digital
Growth & Creator
[Playboy](#)



Michael Pobiega
Director, Live Action
Production
[Moonbug
Entertainment](#)



Isabel Laurent
Lead AI Market
Manager
[Amazon Music](#)

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July 31, 2024

Pacific Time

Welcome & Registration

8:30 AM-9:00 AM

Opening Remarks

9:00 AM-9:10 AM

Generative AI Adoption Trends and Key Use Cases in Media & Entertainment

9:10 AM-9:30 AM

PANELISTS



Amit Singh
WW Head of GTM &
Use Cases,
Generative AI & ML
Partnerships
[Amazon](#)

Data as your Differentiator

9:30 AM-9:50 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



Rohit Gupta
Americas Partner
Leader - Generative
AI
[AWS](#)

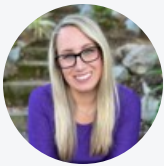
Networking Break

9:50 AM-10:05 AM

Innovation Showcase

10:05 AM-10:35 AM

PANELISTS



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VP, Global Field
Engineering
DataStax



Dr. Ryan Ries
Chief Data Science
Strategist
Mission Cloud

Navigating the Generative AI Landscape

10:35 AM-11:20 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.

CHAIR

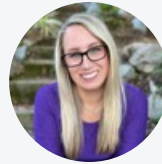


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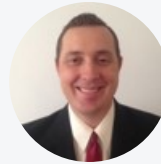
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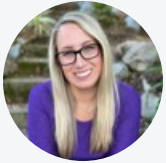
Networking Break

11:20 AM-11:35 AM

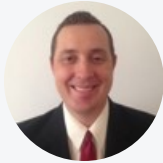
Starting Your Generative AI Journey

11:35 AM-11:45 AM

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DataStax



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Chief Data Science
Strategist
Mission Cloud

Executive Roundtable Lunch

11:45 AM-1:00 PM

Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH

