

# AGENDA

Journey to Generative AI

# Executive Breakfast

## SPEAKERS



**Shubradeep Ghosh**  
Executive Director &  
Head of Business  
Transformation  
Cummins



**Krishnan  
Chandrasekharan**  
Associate Director, IT  
Architect  
IQVIA



**Martin Münch**  
Team Leader – Big  
Data and AI  
KBC Group



**Michael Grosvenor**  
Head of  
Transformation  
Delivery  
Save the Children UK



**Jakub Zanka**  
FS&I Senior  
Consultant for  
Data/AI at  
DataSentic  
Eviden



**Helena Yin Koepl**  
Director of Enterprise  
Strategy  
AWS



**Clair Phelps**  
CISO  
Wagestream



**Jack Sharpe**  
Deputy CIO  
(Department)  
UK Ministry of  
Defence

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November 27, 2024

United Kingdom Time

## Welcome & Registration

9:00 AM-9:30 AM

## Opening Remarks

9:30 AM-9:40 AM

## Generative AI Adoption Trends and Key Use Cases

9:40 AM-10:10 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



**Helena Yin Koepl**  
Director of Enterprise  
Strategy  
AWS

## Navigating the Generative AI Landscape

10:10 AM-11:00 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



**Jack Sharpe**  
Deputy CIO  
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UK Ministry of  
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