C VISION INTERNATIONAL

AGENDA

From Intuition to Impact: Experimentation and AI in the Next Era of Media & Gaming

Executive Dinner

SPEAKERS



David Or
VP of Product Engineering
Arkadium



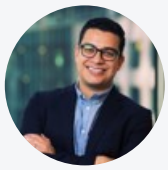
John Bourous
GTM
Snowplow



Jennifer Scheerer
Executive Director, Games Product Design
The New York Times



Michael Puterbaugh
Sr Director Software Engineering
A+E Networks



Jose Castro
Sr. Director, Strategy & Insights
TelevisaUnivision



Monish Datta
Product Marketing Lead | North America
TikTok

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FROM INTUITION TO IMPACT: EXPERIMENTATION AND AI IN THE NEXT ERA OF MEDIA & GAMING

January 28, 2026
5:30 PM-9:00 PM
Eastern Time

How do today's leading media, entertainment, and gaming companies balance bold innovation with measurable results? In this executive roundtable, we'll explore how leaders are harnessing AI, real-time personalization, and new monetization models—while grounding their bets in experimentation and incrementally. Join us to discuss how data-driven strategies are shaping customer engagement, unlocking new revenue streams, and future-proofing experiences across platforms. Expect candid conversations, lessons learned, and practical insights you can bring back to your organization.

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