

AGENDA

From Contact Center AI to Connected CX: Orchestrating Every Interaction

Virtual Council

SPEAKERS



Mohamed Afifi
RVP, Global AWS
Alliance GTM
Zendesk



Elsa Wilson
VP, Partner
Development and
Strategy
TTEC Digital



Elizabeth Johnson
Global Director,
Data Integrity &
Strategic
Governance
Ipsos



Laurent Pierre
SVP, Global
Customer Support
Precisely



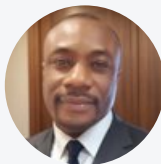
Naga Eskala
Director Data
Science & AI
Carelton



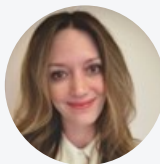
Laureen Ellison
Global Brand
Director - Marketing
Transformation,
Johnnie Walker
Diageo



Michael Derrenbacher
Director Business
Analytics &
Engineering
Bank of America



Emmanuel-Désiré Abbey
IT Procurement
Transformation &
VMO CoE Leader
Kimberly-Clark



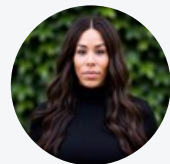
Brenna Loufek
Director of AI,
Regulatory &
Quality
Mayo Clinic



Phani Rayudu
Sr. Technology
Leader/Head of
Compliance
Platforms
Walgreens



Anthony Huffman
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FROM CONTACT CENTER AI TO CONNECTED CX: ORCHESTRATING EVERY INTERACTION



April 15, 2026

3:00 PM-4:15 PM

Eastern Time

This virtual panel brings together two powerful forces reshaping customer experience: AI-driven contact center transformation and end-to-end CX journey orchestration. As customer expectations rise and interactions span marketing, sales, and service, organizations must move beyond siloed automation toward a unified, intelligent experience strategy. Panelists will share real-world examples of how AI-powered agent assist, virtual agents, conversation analytics, and real-time decisioning can reduce cost per interaction, resolve issues faster, and elevate service quality—while connecting each interaction into a seamless customer journey.

The discussion will focus on practical lessons for breaking down organizational silos, identifying high-impact use cases, and integrating AI across existing platforms to scale securely and effectively. Attendees will leave with actionable insights on moving from isolated pilots to cohesive, brand-aligned strategies that orchestrate channels and teams in real time—transforming both the contact center and the broader CX ecosystem into a connected engine for loyalty, efficiency, and measurable business growth.

CHAIR



Michael Derrenbacher

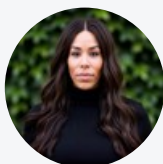
Director Business Analytics & Engineering
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