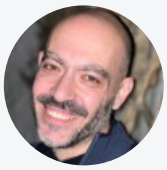
C VISION INTERNATIONAL

AGENDA

The New Economics of Financial Services CX: From Insights to Impact: An Executive Leadership Forum

Executive Event

SPEAKERS



Dmitry Binkevich
Global Head of Industries
Qualtrics



Tej Luthra
Global Head - Data & AI | Specialists Solutions Architecture | AWS Industries
AWS



Ilana Boyum
XM Solutions Strategist
Qualtrics



Max Waldron
Partner
Bain & Company



Nicki Brooks
Director, Global Segment Marketing Lead, Data & Research
S&P Global



Alessandro Petroni
Head of Quality Engineering - Fraud Payment Services
The Clearing House

Click Here to Register

November 18, 2025

Eastern Time

Lunch & Registration	**12:30 PM-1:20 PM**
Opening Remarks	**1:20 PM-1:30 PM**

The New Economics of Customer Experience in Financial Services

1:30 PM-2:15 PM

Explore how leading financial institutions are redefining customer experience transformation using AI-driven engagement strategies. Learn about the new rules of engagement and the financial opportunity to getting this right.

SPEAKER



Max Waldron
Partner
Bain & Company

Accelerating CX Innovation: AI-Powered Experience Management in Action

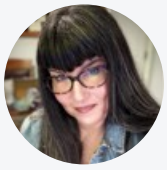
2:15 PM-3:15 PM

Learn how Fiserv leverages AWS's machine learning capabilities and Qualtrics' experience management platform to unlock deeper customer insights and drive personalization at scale.

SPEAKERS



Tej Luthra
Global Head - Data & AI | Specialists Solutions Architecture | AWS Industries
AWS



Ilana Boyum
XM Solutions Strategist
Qualtrics

Networking Break

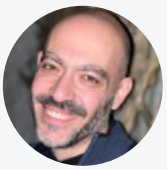
3:15 PM-3:30 PM

Orchestrating Enterprise-Wide CX Transformation

3:30 PM-4:15 PM

Senior leaders share practical strategies for driving organizational change, breaking down silos, and creating a customer-centric culture. Discussion will focus on overcoming common barriers and measuring transformation success.

CHAIR



Dmitry Binkevich
Global Head of Industries
Qualtrics

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Tej Luthra
Global Head - Data & AI | Specialists Solutions Architecture | AWS Industries
AWS



Ilana Boyum
XM Solutions Strategist
Qualtrics



Max Waldron
Partner
Bain & Company

Final Thoughts

4:15 PM-4:30 PM

Cocktail Reception

4:30 PM-5:30 PM

TOGETHER WITH

aws qualtrics XM BAIN & COMPANY