

# AGENDA

## Executive Event Symposium

### SPEAKERS



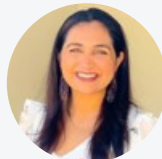
**Andrew  
McInnes**

VP, North America  
AI, Digital &  
Orchestration  
Genesys



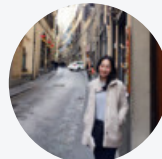
**Lorena  
Morales**

Director, Global  
Digital Marketing  
Revenue  
Operations  
JLL



**Hansneet  
Randhawa**

Director IT Business  
Operations  
PayPal

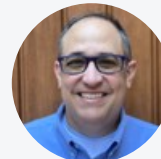


**Florence Su**  
VP, Performance  
Marketing  
Vivian Health



**Priyanka  
Mani**

VP, Product  
Management  
Quizlet



**Dan Leiva**

VP, Customer  
Service & Marketing  
Technology  
eBay



**Linda Zanchi**

Strategic Marketing  
Integration Director  
Western Digital



**James Walford**

Senior Director,  
Global Innovation  
Genesys



**Mazhar  
Hussain**

Sr. Director AI,  
Agentic AI, Gen AI &  
Data Analytics  
Virtusa



**Martin Ristov**

Sr. Partner AI  
Technologist  
AWS



**Sai Lolayekar**

Business  
Transformation and  
Value Advisor  
AWS



**Nora Di Bene**

Sr. Director,  
Strategic Alliances  
Sales & Strategy  
Genesys



**Trevor Schulze**

CIO  
Genesys



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Hussain**

Sr. Director AI,  
Agentic AI, Gen AI &  
Data Analytics  
Virtusa

[Click Here to Register](#)



**July 17, 2025**

Pacific Time

Welcome & Registration

**8:30 AM-9:20 AM**

Opening Remarks

**9:20 AM-9:30 AM**

**Empathy as a Business Strategy: Redefining Value Creation**

**9:30 AM-10:10 AM**

In today's experience-driven economy, empathy isn't just a virtue—it's a competitive advantage. Join James Walford, Senior Director, Global Innovation at Genesys, for a compelling keynote on how leading organizations are transforming trust and emotional intelligence into business value.

Through real-world stories and actionable insights, James will explore the shift from transactional to emotional loyalty, the rising importance of trust in digital interactions, and how AI can amplify—not replace—human empathy. Learn how future-fit leaders are blending emotional intelligence with intelligent technology to drive long-term customer loyalty and growth.

Attendees will leave with a new framework for embedding empathy into strategy, culture, and operations—and a fresh perspective on leadership in the era of AI.

**SPEAKER**



**James Walford**

Senior Director,  
Global Innovation  
Genesys

## Learn from AWS – Culture of Innovation

10:15 AM-10:45 AM

Gain inspiration from AWS's unique approach to sustained innovation at scale through an exploration of four key elements: culture, mechanisms, architecture, and organization. Learn how AWS maintains customer obsession while fostering innovation through Leadership Principles, sustainable flywheels, and the Working Backwards process. This session shares valuable insights, best practices, and lessons learned from AWS's cultural mechanisms that help drive continuous innovation and customer delight.

### SPEAKER



**Sai Lolayekar**

Business  
Transformation and  
Value Advisor  
AWS

## Networking Break

10:45 AM-11:00 AM

## Leading the Loyalty Revolution — CX and Growth in the AI Era

11:00 AM-11:45 AM

How these organizations are using AI-powered experience orchestration from Genesys and AWS to enhance customer experience, build emotional loyalty, and reposition their growth strategies around empathy.

### CHAIR



**Nora Di Bene**

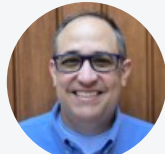
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AWS



**Trevor Schulze**

CIO  
Genesys

## Executive Networking Lunch

11:45 AM-1:00 PM

## Closing Remarks & Networking

1:00 PM-1:30 PM

