

AGENDA

Driving into AI - The Generative AI Opportunity for the Automotive Industry

Executive Event

SPEAKERS



Rolf Löwisch
Director Data & AI
IBM



Tiziano Curci
Team Manager |
Data & AI Partner
Business
Development
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**Serif Ali
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Manager, Sales &
BD
MAN Truck & Bus



**Christian
Waltermann**
Senior Director &
Program Executive
Automotive High-
Performance
Computer Series
CONTINENTAL



**Marcus
Siefertmann**
Director HV
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Engineering
DRÄXLMAIER Group
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**Saravanan
Jaganathan**
Lead Program
Manager - Vehicle
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Iveco Group



**Markus
Glasser**
SVP EMEA
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Stefan Badura
Director
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Till Lesinski
Head of IT,
Corporate Systems
Lilium



**Dominik
Beden**
Head of Product
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Stephan Braun
Managing Director
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**Bernhardt
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Director Validation
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Arber Qesja
Deputy Unit Head
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Dario Trinkgeld
Head of Sales Vans
Mercedes-Benz AG

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November 12, 2024

Central European Time

Virtual Race Track - Driving Competition

4:30 PM-6:30 PM

Driving into AI - The Generative AI Opportunity
for the Automotive Industry

6:30 PM-9:30 PM

Automotive companies' existing investments in digital, data and cloud technology provide a strong foundation to harness the potential of generative AI. Join the discussion with industry peers and experts on how to scale AI from pilot experimentation to broad value gain in productive use. Innovative project that reduced costs and increased customer satisfaction across all functional areas, from product development to after-sales service. Get ready for a unique experience that blends the thrill of driving with cutting-edge conversations about the future of Artificial Intelligence.

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