

# AGENDA

Executive Event

# Journey to Generative AI

## SPEAKERS



**Edgar Zalite**  
Chief Data Architect  
Deutsche Bank



**Craig Shrader**  
Country Lead  
Canada - CISO  
HSBC BANK



**Eliot Knudsen**  
Director, Product  
Adoption  
Databricks Inc.



**Srini Masanam**  
Global Head of Data  
Quality  
Citibank, N.A.



**Wesley Chung**  
Principal, Partner  
Development, Data  
and AI  
AWS



**Vishal Srivastava**  
Senior Partner  
Solutions Architect  
AWS



**Sivaram  
Sivanarayanan**  
AWS Offering Leader,  
TCS AI.Cloud  
TATA Consultancy  
Services Limited

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August 27, 2024

Eastern Time

## Welcome & Registration

8:30 AM-9:25 AM

## Opening Remarks

9:25 AM-9:30 AM

## Generative AI Adoption Trends and Key Use Cases in Financial Services

9:30 AM-9:50 AM

Achieving success with generative AI requires a modern data strategy focused on aligning mindset, people/process, and technology. Customers will learn key elements of an effective data strategy, including a customer-centric mindset, empowered teams, and a scalable data architecture enabled by cloud services like AWS Bedrock and other AWS generative AI offerings to fuel secure and governed generative AI applications. By building these foundational capabilities, organizations can harness the power of generative AI to create business value.

### PANELISTS



**Vishal Srivastava**  
Senior Partner  
Solutions Architect  
[AWS](#)

## Data as your Differentiator

9:50 AM-10:10 AM

Generative AI is generic and commodity *unless* you can integrate data about your business and customers, and that requires a modern data strategy. While technology is a critical component, learn what else comprises a modern data strategy and hear best practices for getting started on your journey today.

### PANELISTS



**Wesley Chung**  
Principal, Partner  
Development, Data  
and AI  
[AWS](#)

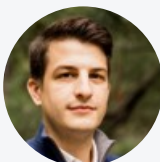
## Networking Break

10:10 AM-10:25 AM

## Innovation Showcase

10:25 AM-11:05 AM

### PANELISTS



**Eliot Knudsen**  
Director, Product  
Adoption  
Databricks Inc.



**Sivaram Sivanarayanan**  
AWS Offering Leader,  
TCS AI.Cloud  
TATA Consultancy  
Services Limited

## Navigating the Generative AI Landscape

11:05 AM-11:50 AM

Let's explore the transformative potential of Generative AI, guided by insights from cloud experts and industry leaders. We'll delve into real-world examples of AI innovations, strategies for C-level executives to integrate AI successfully, and best practices for enhancing customer experiences and driving business growth. Our discussion will also cover the most anticipated advancements in Generative AI over the next 12-24 months and their potential impact on businesses. Additionally, we'll address the ethical and regulatory considerations surrounding AI use, and examine the build vs. buy decisions executives face when choosing AI solutions.

### CHAIR



**Wesley Chung**  
Principal, Partner  
Development, Data  
and AI  
AWS

### PANELISTS



**Vishal Srivastava**  
Senior Partner  
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AWS Offering Leader,  
TCS AI.Cloud  
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## Executive Roundtable Lunch

11:50 AM-12:50 PM

## Closing Remarks & Networking

12:50 PM-1:20 PM

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TOGETHER WITH

