

# AGENDA

The Intersection of Human Touch & AI in Elevating Customer Experiences

## Executive Dinner

### SPEAKERS



**Patrick van Kalken**  
CDO  
Nutreco



**Klaas Buist**  
Digital Director  
Vlisco



**Nick Amodeo**  
Group data &  
Analytics Director  
TIP Trailer Services



**Filippo Scocco**  
Global Consumer  
Engagement &  
Personalization  
Manager  
Adidas



**Kanwar Singh**  
VP, Digital  
Transformation  
(Operations)  
Elsevier



**Sushma Earaiah**  
Director, Global  
eCommerce  
Unilever



**Gozde Toral Gursoy**  
Digital Strategy  
Director, Data  
Strategist  
Philips



**Jordy Kuiper**  
Head of Customer  
Success Management  
Worldline



**James Adamczuk**  
CX Evangelist EMEA  
Zoom



**Sonja Radenkovic**  
VP UX Design  
TomTom

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THE INTERSECTION OF HUMAN TOUCH & AI  
IN ELEVATING CUSTOMER EXPERIENCES



November 20, 2024

6:00 PM-9:30 PM

Central European Time

In today's fast-paced digital landscape, the synergy between human touch and AI innovation is reshaping the way businesses connect with their customers. In this session we will dive into how leading organisations are seamlessly integrating the power of AI with the irreplaceable essence of human touch to create unparalleled customer experiences. We will discuss the dynamic intersection of empathy-driven interactions and artificial intelligence, paving the way for a new era in customer engagement.

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