C VISION INTERNATIONAL

AGENDA

Executive Event

Accelerating Customer Experience ROI through Generative AI

SPEAKERS



Donna Laskowski
Sr Director Consumer Experience
PepsiCo



Wayne Simmons
Global Customer Excellence Lead, Chief Marketing Officer
Pfizer



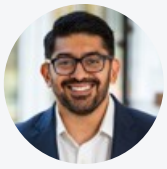
Irene Sibaja
Director of Global Partnerships
Treasure Data



Vishal Patel
VP Sales Strategy and Enablement
Treasure Data



Adam Solomon
VP, Head of Solutions Product Management
LiveRamp



Neerav Vyas
VP: Head of MarTech & AdTech Solutions
Tredence



Dio Favatas
Director: Head of Identity and Marketing Clouds
Tredence



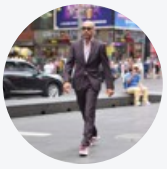
Kevin McCurdy
Global APN Segment Lead for Consumer Goods
AWS



Stanislav Rosenberg
Sr. Director Strategic Intelligence
Reed Smith



Paulina Yick
Global Portfolio Marketing Director
Experian



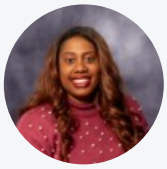
Ruben Arias
Regional IT Director
Bridge Hotel Group



Richard George
Head of Integrated Marketing
London Stock Exchange Group



Nisim Tal
CTO
DoubleVerify



Sarah Perkins
Head of Product
National Grid

Click Here to Register

September 26, 2024

Eastern Time

Registration

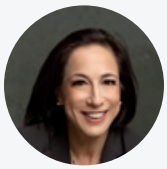
9:30 AM-10:00 AM

Unlocking Consumers Demand for Personalization

10:00 AM-10:05 AM

Hyperpersonalization on a real-time basis is requiring brands to push the boundaries of marketing excellence across the customer life cycle. Understanding the complexities of activation, experience, engagement and loyalty is the first step in delivering a monetizable solution

SPEAKER



Irene Sibaja
Director of Global Partnerships
Treasure Data

Marketing Activation through Clean Rooms

10:05 AM-10:20 AM

Clean rooms address the challenges of marketing activation by ensuring data privacy and compliance, allow data collaboration, & ultimately provide granular insights. In this session you'll hear about the vision of implementing and leveraging clean rooms and the resulting business ROI generated

SPEAKER



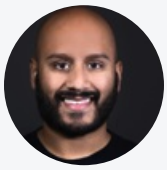
Adam Solomon
VP, Head of Solutions Product Management
LiveRamp

Collaborating to Deliver the Quantum Customer Experience

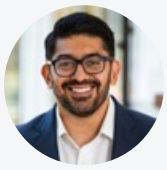
10:20 AM-10:50 AM

During this session, you will be introduced to an integrated solution that has demonstrated 50% faster solution delivery for Treasure Data on AWS allowing for speedier decisioning making, solution design, and business case development.

SPEAKERS



Vishal Patel
VP Sales Strategy and Enablement
Treasure Data



Neerav Vyas
VP: Head of MarTech & AdTech Solutions
Tredence

Networking Break

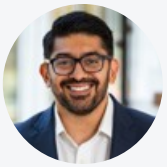
10:50 AM-11:05 AM

Accelerating Customer Experience ROI through Generative AI

11:05 AM-11:50 AM

During this session, subject matter experts will dive into strategies and deployable tactics to drive better ROI for connected customer experiences

CHAIR



Neerav Vyas
VP: Head of MarTech & AdTech Solutions
Tredence

SPEAKERS



Adam Solomon
VP, Head of Solutions Product Management
LiveRamp



Irene Sibaja
Director of Global Partnerships
Treasure Data



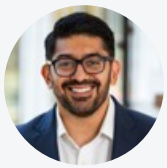
Dio Favatas
Director: Head of Identity and Marketing Clouds
Tredence

Innovation Showcase

11:50 AM-12:10 PM

Going through a real life case study on how brands have utilized CDPs and Clean Rooms to drive actionable insights for marketing, consumer insights, and product development.

SPEAKER



Neerav Vyas
VP: Head of MarTech & AdTech Solutions
Tredence

Roundtable Lunch

12:10 PM-1:00 PM

Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH

TREASURE DATA aws TREDENCE