

AGENDA

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

Executive Event

SPEAKERS



Markus Einhorn
Director Engineering
SEG Automotive



Sachin Agrawal
Senior Data Scientist Connected Car
Mercedes-Benz AG



Ahmed Yousif
Automotive Simulation Product Owner
Valeo



Stefan Pietrek
Sr. Director, Global Decarbonization Solutions, Business Development
Danfoss Inc



Srinivas Rao Kanchi
Cybersecurity Manager
Flex



Dr. Hariharan Venkitachalam
Head of Product Safety and Security
Iveco Group



Matthias Hampel
Chief Revenue Officer / Ecosystem & Partner Leader
IBM DACH
IBM



Sinan Karaburun
Solutions Architect
AWS



Bruno Rosa
Head of Project Management
MAHLE

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March 20, 2025

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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