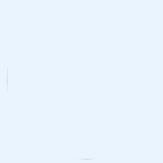


# Journey to Generative AI Executive Breakfast

## SPEAKERS



**Shubradeep Ghosh**  
Executive Director &  
Head of Business  
Transformation  
Cummins



**Krishnan  
Chandrasekharan**  
Director IT Architect  
IQVIA



**Martin Münch**  
Team Leader – Big  
Data and AI  
KBC Group



**Jakub Zanka**  
FS&I Senior  
Consultant for  
Data/AI at  
DataSentics  
Eviden



**Helena Yin Koepl**  
Director of Enterprise  
Strategy  
AWS



**Clair Phelps**  
CISO  
Wagestream



**Sameer Durbhaka**  
SVP, Data & Reg  
Operations Data  
Governance Office  
Citibank

**Jack Sharpe**  
CISO, Head of AI &  
Cyber Security  
Instil

**Natasha Davydova**  
CIO  
AXA

[Click Here to Register](#)

**November 27, 2024**

United Kingdom Time

**Welcome & Registration**

9:00 AM-9:30 AM

**Opening Remarks**

9:30 AM-9:40 AM

**A Leader's Guide to Generative AI: From Ideas to Value**

9:40 AM-10:10 AM

Generative AI has emerged as a powerful tool for creating business value, with its unprecedented cross-modal capabilities that can integrate and process diverse data.

In this session, we will explore core capabilities, use cases, and strategies for balancing quality, performance, and cost. Practical examples will demonstrate how organizations leverage generative AI to drive measurable impact and gain a competitive edge. Crucially, the session will address responsible AI implementation, ensuring ethical and regulatory alignment. Attendees will gain a holistic understanding of generative AI and a structured plan for unlocking its full potential within their organization, from enhancing operations to accelerating innovation and creating captivating experiences.

### PANELISTS



**Helena Yin Koepl**  
Director of Enterprise  
Strategy  
[AWS](#)

## Navigating the Generative AI Landscape

10:10 AM-11:00 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

Placeholder for Chair image

**Jack Sharpe**  
CISO, Head of AI &  
Cyber Security  
[Instil](#)

### PANELISTS



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[Eviden](#)



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Team Leader – Big  
Data and AI  
[KBC Group](#)

## Closing Remarks & Networking

11:00 AM-11:30 AM

TOGETHER WITH

