

Executive Event

Journey to Generative AI

SPEAKERS



Edgar Zalite
Chief Data Architect
[Deutsche Bank](#)



Craig Shrader
Country Lead
Canada - CISO
[HSBC BANK](#)



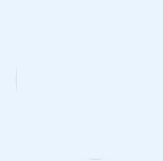
Eliot Knudsen
Director, Product
Adoption
[Databricks Inc.](#)



Srin Masanam
Global Head of Data
Quality
[Citibank, N.A.](#)



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



Vishal Srivastava
Sr. Partner Solutions
Architect – GenAI
Specialists
[AWS](#)

**Sivaram
Sivanarayanan**
AWS Offering Leader,
TCS AI.Cloud
[Tata Consultancy
Services](#)

[Click Here to Register](#)



August 27, 2024

Eastern Time

Welcome & Registration

8:30 AM-9:25 AM

Opening Remarks

9:25 AM-9:30 AM

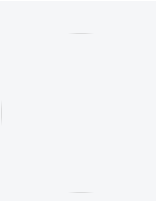
**Generative AI Adoption Trends and Key Use Cases
in Financial Services**

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
Sr. Partner Solutions
Architect – GenAI
Specialists
[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

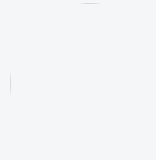
Innovation Showcase

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](#)

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
Sr. Partner Solutions
Architect – GenAI
Specialists
[AWS](#)

Eliot Knudsen
Director, Product
Adoption
[Databricks Inc.](#)

**Sivaram
Sivanarayanan**
AWS Offering Leader,
TCS AI.Cloud
[Tata Consultancy
Services](#)

Executive Roundtable Lunch

11:50 AM-12:50 PM

Closing Remarks & Networking

12:50 PM-1:20 PM

TOGETHER WITH

