

## Executive Event

# Journey to Generative AI

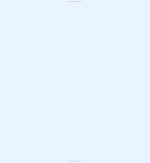
### SPEAKERS



**Darlene Volas**  
VP, Global Field  
Engineering  
DataStax



**Dr. Ryan Ries**  
Chief Data Science  
Strategist  
Mission Cloud



**Josh Orenstein**  
CTO  
LA - Lindeman &  
Associates



**Brad Tyler**  
VP, Enterprise  
Applications  
Panavision



**Amit Singh**  
WW Head of GTM &  
Use Cases,  
Generative AI & ML  
Partnerships  
Amazon



**Rohit Gupta**  
Americas Partner  
Leader - Generative  
AI  
AWS



**Naya Wenger**  
VP Applied Data &  
Insights  
Fox Corporation



**Ali Sabbah**  
Head of IT  
Gaumont



**Pradeep Mariappan**  
Head of Data  
PlayVS



**Amanda Solomon**  
Former VP, Digital  
Growth & Creator  
Playboy



**Michael Pobiega**  
Director, Live Action  
Production  
Moonbug  
Entertainment



**Isabel Laurent**  
Lead AI Market  
Manager  
Amazon Music

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July 31, 2024

Pacific Time

Welcome & Registration

8:30 AM-9:00 AM

Opening Remarks

9:00 AM-9:10 AM

Generative AI Adoption Trends and Key Use Cases  
in Media & Entertainment

9:10 AM-9:30 AM

## PANELISTS



**Amit Singh**  
WW Head of GTM &  
Use Cases,  
Generative AI & ML  
Partnerships  
[Amazon](#)

## Data as your Differentiator

9:30 AM-9:50 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



**Rohit Gupta**  
Americas Partner  
Leader - Generative  
AI  
[AWS](#)

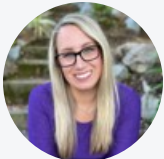
## Networking Break

9:50 AM-10:05 AM

## Innovation Showcase

10:05 AM-10:35 AM

## PANELISTS



**Darlene Volas**  
VP, Global Field  
Engineering  
[DataStax](#)



**Dr Ryan Ries**  
Chief Data Science  
Strategist  
[Mission Cloud](#)

## Navigating the Generative AI Landscape

10:35 AM-11:20 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



**Rohit Gupta**  
Americas Partner  
Leader - Generative  
AI  
AWS

### PANELISTS



**Amit Singh**  
WW Head of GTM &  
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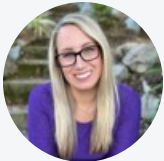
## Networking Break

11:20 AM-11:35 AM

## Starting Your Generative AI Journey

11:35 AM-11:45 AM

### PANELISTS



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VP, Global Field  
Engineering  
DataStax



**Dr Ryan Ries**  
Chief Data Science  
Strategist  
Mission Cloud

## Executive Roundtable Lunch

11:45 AM-1:00 PM

## Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH

