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AI: Leading Through the AI Transformation

November 7 – 8, 2024
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Brooklyn, NY

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AI: Leading Through the AI Transformation

November 7 – 8, 2024
Brooklyn, NY

Confirmed Speakers

- **Lara Abrash**, Chair of Deloitte US, **Deloitte**
- **Lorie Almon**, Chair and Managing Partner, **Seyfarth Shaw LLP**
- **Mitchell Barnes**, Economist, **The Conference Board**
- **Craig Bernero**, SVP, ISG Common Platform Systems Engineering, **Dell Technologies**
- **Marina Bill**, Global Head of Marketing and Sales and Head of Product Line Software and Digital, Robotics Division, **ABB**
- **Michael E. Carroll**, Vice President of Innovation, **Georgia Pacific**
- **Swami Chandrasekaran**, Principal & Head of AI Center of Excellence, **KPMG**
- **Tim Creasey**, Chief Innovation Officer, **Prosci**
- **Denise Dahlhoff, PhD**, Director, Marketing & Communications Research, **The Conference Board**
- **Madlyn Del Monte**, VP Transformation, AI Ops, **Paramount**
- **Ying Du**, Head of AI, **Micron Technology**
- **Tayo Famakinwa**, SVP, Global Head of HR Operations, **UPS**
- **Christopher Fernandez**, Corporate Vice President, **Microsoft**
- **Sven Gierlinger**, Chief Experience Officer, **Northwell Health**
- **Rob Gornall**, Senior Director, Global CRM, **eBay**
- **Melissa Harrup**, Chief Business Integrity Officer and Global Counsel - Commercial Operations and AI, **Diago plc**
- **Michael Hoch**, Program Director, AI Executives Council, **The Conference Board**
- **Sudeep Kesh**, Chief Innovation Officer, **S&P Global Ratings**
- **Jen Leonard**, Founder, **Creative Lawyers**
- **Dan Liebermann**, Managing Director, **Publicis Sapient**
- **Anand Logani**, Chief Digital Officer, **EXL**
- **Isie Masri**, Director, Data & AI Solutions, **Microsoft**
- **Erin McLaughlin**, Senior Economist, ESF Center, **The Conference Board**
- **John Metselaar**, Council Director, Chief Technology and Innovation Officers Council, **The Conference Board**
- **Aaron Meyers**, CEO and Founder, **Meyers Workforce Solutions, LLC**
- **Kjersten Moody**, Global Chief Data Officer, **Prudential Financial**
- **Kli Pappas**, Global Head of AI, **Colgate-Palmolive Company**
- **Ivan Pollard**, Center Leader, Marketing & Communications, **The Conference Board**
- **Molly Rauzi**, Managing Director and Chief Technology Officer, **Gagen MacDonald**
- **Andrew Reiskind**, Chief Data Officer, **Mastercard**

- **Matt Rosenbaum**, Principal Researcher, Human Capital, **The Conference Board**
- **Sherry Sanger**, EVP Strategy and Marketing, **Penske Transportation Solutions**
- **Karen Silverman**, CEO and Founder, **The Cantellus Group**
- **Michael Spires**, CIO & EVP, **Americold Logistics**
- **Adrian Stoch**, Chief Automation Officer, **GXO**
- **Sara Swart**, VP RevOps and Analytics, **EmployBridge**
- **Tomicah Tillemann, Ph.D.**, President of Project Liberty, Acting CEO, **Project Liberty Institute**

DAY ONE

Thursday, November 7, 2024

7:30 am – 8:15 am

Registration and Breakfast

8:15 am – 8:35 am

Welcome and Opening Remarks

John Metselaar, Council Director, Chief Technology and Innovation Officers Council, **The Conference Board**

Ivan Pollard, Center Leader, Marketing & Communications, **The Conference Board**

8:40 am – 9:10 am

General Session A

The Future of Work: Human and Artificial Intelligences in Partnership

This fireside chat will highlight the synergy between AI's capabilities and human ingenuity, illustrating how this partnership can lead to a more innovative, inclusive, and fulfilling work environment. It will address the fears surrounding AI in the workforce, transforming them into a blueprint for collaboration that elevates both the employee experience and organizational performance. Attendees will emerge with a strategic perspective on leveraging AI to enhance human potential, crafting a workplace that is not only more efficient but also profoundly human-centric.

Christopher Fernandez, Corporate Vice President, **Microsoft**

Moderator: **Ivan Pollard**, Center Leader, Marketing & Communications, **The Conference Board**

9:15 am – 9:45 am

General Session B

Leadership Through the AI Transformation

This panel will discuss the essential leadership traits needed to successfully integrate AI within organizations. The session will emphasize the importance of vision, adaptability, and a commitment to fostering innovation, all of which are crucial for navigating AI-driven change. Panelists will explore the personal steps leaders must take to build their own AI literacy, alongside strategies for promoting AI understanding across their teams. Attendees will gain practical insights on how to effectively lead their organizations through AI transformations, aligning these initiatives with long-term growth and maintaining a competitive advantage.

For sponsorship opportunities, please contact mhoole@tcb.org.

Sherry Sanger, EVP Strategy and Marketing, **Penske Transportation Solutions**

Moderator: **Ivan Pollard**, Center Leader, Marketing & Communications, **The Conference Board**

9:50 am – 10:20 am **General Session C**

Responsible AI Leadership

This session will delve into ethical, policy and governance dimensions of AI deployment in business and society and provide practical insights for crafting responsible AI leadership. How leaders can ensure AI technologies are purchased, developed, and implemented in ways that are ethical, transparent, and aligned with societal and human values.

Melissa Harrup, Chief Business Integrity Officer and Global Counsel – Commercial Operations and AI, **Diageo plc**

Andrew Reiskind, Chief Data Officer, **Mastercard**

Moderator: **John Metselaar**, Council Director, Chief Technology and Innovation Officers Council, **The Conference Board**

10:25 am – 10:40 am
Networking Break

10:40 am – 11:10 am **General Session D**

HUMAN+ = Harnessing AI Agents for a More Enabled and Empowered Workforce

AI Agents are coming for your jobs, but thankfully, they're coming for the worst part of your jobs. AI is augmenting the workforce, automating the most monotonous tasks, and creating opportunities for workers to spend more time on the tasks they enjoy and require human touches. KPMG and Microsoft will demo and discuss how agents are currently being used in the enterprise and after the session, attendees will have the opportunity experience Skylar, one of the agents developed to showcase the power of GenAI.

Swami Chandrasekaran, Principal & Head of AI Center of Excellence, **KPMG**

Isie Masri, Director, Data & AI Solutions, **Microsoft**

11:15 am – 11:45 am **General Session E**

HR: Transforming Talent Management with AI

AI is redefining HR, from recruitment to talent development. This session will delve into AI's role in streamlining hiring processes, customizing learning paths, and fostering a supportive workplace culture. Attendees will gain insights into leveraging AI for unbiased talent acquisition, enhancing employee engagement, and predicting future workforce needs, setting the stage for a more dynamic, inclusive, and efficient HR function.

Tayo Famakinwa, SVP, Global Head of HR Operations, **UPS**

Aaron Meyers, CEO and Founder, **Meyers Workforce Solutions, LLC**

Moderator: **Matt Rosenbaum**, Principal Researcher, Human Capital, **The Conference Board**

11:45 am – 12:00 pm **General Session F**

What Impact Will AI Have on Labor Markets?

AI promises to reshape work, but how will its impact look across different jobs? This session will showcase the new 'AI & Automation Risk Index' from The Conference Board, which separately assesses more than 700 occupations for AI's potential to boost productivity and the potential for AI to displace workers in those roles today.

Mitchell Barnes, Economist, **The Conference Board**

12:05 pm – 12:35 pm **General Session G**

Unlocking AI Governance: Strategies for Boards and Enterprise Leaders

When it comes to governing AI, transparency is at a premium. In this dynamic session, we will explore a holistic approach to AI governance, highlighting the critical role of boards and enterprise leaders. Discover the importance of board oversight when implementing AI as part of your organization's integrated strategy—all while keeping ethics and trust at the forefront.

Lara Abrash, Chair of Deloitte US, **Deloitte**

Moderator: **Ivan Pollard**, Center Leader, Marketing & Communications, **The Conference Board**

12:40 pm – 1:50 pm
Lunch

1:50 pm – 2:20 pm **Concurrent Session H1**

AI-Driven Strategy: Mastering Market Dynamics

Discover how AI tools and techniques can transform strategic planning by helping businesses separate signal from noise, anticipate market shifts, and identify new opportunities. Attendees will gain insights into cutting-edge AI applications that offer a strategic advantage, supported by case studies where AI is promising to shape successful, forward-thinking business strategies.

Karen Silverman, CEO and Founder, **The Cantellus Group**

Moderator: **Ivan Pollard**, Center Leader, Marketing & Communications, **The Conference Board**

1:50 pm – 2:20 pm **Concurrent Session H2**

Sales & Marketing: Embracing AI for Unparalleled Engagement

Discover how AI is revolutionizing Sales & Marketing, enabling personalized customer journeys at scale. This talk will explore innovative AI tools for content creation, predictive analytics, and customer interaction, showcasing how businesses can forge deeper connections and enhance brand loyalty. Learn about the shift towards hyper-personalized marketing strategies and the role of AI in optimizing sales processes, ultimately driving growth & competitive advantage.

Rob Gornall, Senior Director, Global CRM, **eBay**

Sara Swart, VP RevOps and Analytics, **EmployBridge**

Moderator: **Denise Dahlhoff, PhD**, Director, Marketing & Communications Research, **The Conference Board**

2:25 pm – 2:55 pm **Concurrent Session I1**

Banking on AI: A Journey to Next-Gen Customer Experience

Join EXL's Chief Digital Officer and dive into how Generative AI is redefining CX and reshaping entire businesses. From autonomous agents guiding complex customer journeys to AI co-pilots enabling real-time decision-making, this session will showcase the latest ways GenAI is driving tangible business value. Discover impactful use cases, from personalized content and intelligent chatbots to knowledge management and process optimization, all paving the way for strategic transformation and enhanced operational efficiency.

Anand Logani, Chief Digital Officer, **EXL**

Moderator: **Michael Hoch**, Program Director, AI Executives Council, **The Conference Board**

2:25 pm – 2:55 pm **Concurrent Session I2**

Executive Insights in the Age of AI

This visionary session aimed at pioneering the future of executive decision-making in the AI-enhanced enterprise and unveils ways on how real-time data and analytics can be leveraged through innovative AI approaches to improve decision-making and operational processes within an organization. The session will inspire a dialogue on the necessary steps, challenges, and collaborative efforts needed to develop executive insights in the Age of AI, highlighting the importance of cross-functional data integration, ethical AI use, and alignment with business strategies.

Tim Creasey, Chief Innovation Officer, **Prosci**

Dan Liebermann, Managing Director, **Publicis Sapient**

Moderator: **Denise Dahlhoff, PhD**, Director, Marketing & Communications Research, **The Conference Board**

2:55 pm – 3:10 pm

Networking Break

3:10 pm – 3:40 pm **General Session J**

Redefining Innovation: The Role of AI in Transforming R&D

In the rapidly evolving landscape of research and development, Artificial Intelligence (AI) emerges as a pivotal force of transformation. This talk will address how beyond automating tasks, AI is redefining the very paradigms of how R&D operates, promising to unlock new realms of efficiency, creativity, and innovation. This topic delves into the multifaceted impact of AI on R&D functions, exploring both the visionary expansions and the pragmatic applications within industries ranging from pharmaceuticals to engineering and beyond.

Michael E. Carroll, Vice President of Innovation, **Georgia Pacific**

Sudeep Kesh, Chief Innovation Officer, **S&P Global Ratings**

Moderator: **John Metselaar**, Council Director, Chief Technology and Innovation Officers Council, **The Conference Board**

3:45 pm – 4:15 pm **General Session K**

Customer Service: Elevating Experiences with AI

Explore the future of Customer Service, how is AI transforming interactions into seamless, personalized experiences. This presentation will highlight how AI chatbots, voice assistants, and predictive service models are setting new standards for customer satisfaction. Discover the power of AI in understanding customer needs, providing timely solutions, and proactively enhancing service offerings, leading to unparalleled customer loyalty and brand strength.

Craig Bernero, SVP, ISG Common Platform Systems Engineering, **Dell Technologies**

Sven Gierlinger, Chief Experience Officer, **Northwell Health**

Moderator: **Ivan Pollard**, Center Leader, Marketing & Communications, **The Conference Board**

4:20 pm – 4:50 pm **General Session L**

The Robotic Horizon: Redefining Automation in the Physical World

This session is aimed at broadening the scope of robotics beyond traditional robots to include all automated devices executing physical tasks. We'll explore the latest innovations in robotics that are transforming industries, from manufacturing arms to autonomous vehicles, and smart infrastructure. We will discuss the intersection of AI and robotics, the role of sensor technology, and the future of human-robot collaboration. Participants will be challenged to rethink how robotics can drive efficiency, safety, and innovation, and what ethical considerations emerge as these devices become more integrated into the fabric of daily life.

Marina Bill, Global Head of Marketing and Sales and Head of Product Line Software and Digital, Robotics Division, **ABB**

Adrian Stoch, Chief Automation Officer, **GXO**

Moderator: **John Metselaar**, Council Director, Chief Technology and Innovation Officers Council, **The Conference Board**

4:50 pm – 5:00 pm

Day One Closing Remarks

John Metselaar, Council Director, Chief Technology and Innovation Officers Council, **The Conference Board**

Ivan Pollard, Center Leader, Marketing & Communications, **The Conference Board**

5:00 pm – 6:00 pm

Reception

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DAY TWO

Friday, November 8, 2024

7:30 am – 8:50 am

Women Executives in AI Breakfast

sponsored by



Join a special Women Executives in AI Breakfast. This empowering event, sponsored by KPMG, offers a platform for women in AI to network, discuss career and business topics, and gain valuable insights and strategies to excel in AI. Enjoy a hot breakfast and smoothies while networking with peers and women leaders from KPMG's AI Center of Excellence.

8:00 am – 8:50 am

Networking Breakfast

8:50 am – 9:00 am

Day Two Opening Remarks

John Metselaar, Council Director, Chief Technology and Innovation Officers Council, **The Conference Board**

Ivan Pollard, Center Leader, Marketing & Communications, **The Conference Board**

9:00 am – 9:30 am

General Session M

A First-hand Look at Inspiring a 'Movement' Mindset in Today's Tech Revolution

In today's complex world, CEO and other C-Suite roles have expanded beyond traditional boundaries. This session will explore how emerging technologies can serve as catalysts to align, strategize and activate growth mindsets within organizations. You'll also hear from Dr. Tomicah Tillemann, as he provides a first-hand perspective of how visionary leaders, across all sectors, can transcend today's tech revolution through embracing agility and mobilizing stakeholders to ignite a true transformation movement in an ever-changing environment.

Tomicah Tillemann, Ph.D., President of Project Liberty, Acting CEO, **Project Liberty Institute**

Moderator: **Molly Rauzi**, Managing Director and Chief Technology Officer, **Gagen MacDonald**

9:35 am – 9:50 am

Networking Break

9:50 am – 10:20 am

Concurrent Session N1

The AI Legal Frontier: Transformations and Challenges

As AI reshapes industries, the legal profession faces both transformative opportunities and profound challenges. This panel aims to provide a comprehensive overview of the transformative impact of AI on the legal profession, offering valuable insights through a dynamic discussion on ethics, compliance, data privacy, contract management, legal research, and intellectual property. It will uncover the strategic imperatives for legal departments in the age of AI, setting the stage for a future where human insight and artificial intelligence partner in the pursuit of justice, transparency, and innovation.

Lorie Almon, Chair and Managing Partner, **Seyfarth Shaw LLP**

Jen Leonard, Founder, **Creative Lawyers**

Moderator: **John Metselaar**, Council Director, Chief Technology and Innovation Officers Council, **The Conference Board**

9:50 am – 10:20 am

Concurrent Session N2

Financial Foresight: AI's Role in Detecting Fraud and Enhancing Security

Discover how AI is deployed to identify fraudulent activities, analyze transaction patterns, and secure assets against sophisticated threats. Attendees will be introduced to the latest AI technologies and methodologies that are setting new standards in financial security and risk management, offering insights into how AI can be a game-changer in the fight against financial fraud.

Kjersten Moody, Global Chief Data Officer, **Prudential Financial**

Moderator: **Erin McLaughlin**, Senior Economist, ESF Center, **The Conference Board**

10:25 am – 10:40 am

Networking Break

10:40 am – 11:10 am

General Session O

Operationalizing AI: Insights and Strategies for Seamless Integration

Join us for a dynamic fireside chat where industry leaders will discuss actionable strategies for operationalizing AI. It will delve into the nuances of integrating AI across business functions, from strategic decision-making to enhancing operational efficiency. The conversation will explore best practices for adopting AI, navigating organizational change, and fostering a culture of innovation and continuous learning. Attendees will leave equipped with practical guidance on operationalizing AI effectively, ensuring their organizations not only navigate the AI revolution but lead it.

Madlyn Del Monte, VP Transformation, AI Ops, **Paramount Ying Du**, Head of AI, **Micron Technology**

Moderator: **Tim Creasey**, Chief Innovation Officer, **Prosci**

11:15 am – 11:45 am **General Session P**

What's Next? Leading Forward: Translating AI Ideas Into Real-world Actions Post-Event

This closing session will inspire leaders to apply the rich insights and connections forged over our time together. Our panelists will spotlight key moments from the event, translating them into how attendees can immediately implement new AI strategies and enhance existing ones, and foster cultures of innovation and ethical AI use including the critical importance of forging a partnership between AI and human intelligence, with humans at the center. Moreover, this session will recommend key principles for creating a transformative business vision that integrates the potential of AI, ensuring that the momentum gained here continues to grow. Attendees will leave ready to build a strategic vision and tactical roadmap for leadership in the AI-driven future, equipped to turn the insights gained into lasting impacts.

Kli Pappas, Head of AI, **Colgate-Palmolive**

Michael Spires, CIO & EVP, **Americold Logistics**

Moderator: **Michael Hoch**, Program Director, AI Executives Council, **The Conference Board**

11:45 am – 12:00 pm

Closing Remarks

John Metselaar, Council Director, Chief Technology and Innovation Officers Council, **The Conference Board**

Ivan Pollard, Center Leader, Marketing & Communications, **The Conference Board**