



# Leveraging AI in Marketing & CX

Virtual Event  
September 28, 2023

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## AI VIRTUAL CONFERENCE SERIES

# Leveraging AI in Marketing & CX

**Thursday, September 28, 2023**  
**11:00 am – 1:50 pm ET**

### Description:

Artificial intelligence (AI) is rapidly transforming the way businesses interact with existing and prospective customers. Whether predicting customer behavior, automating marketing tasks, or personalizing customer experiences, businesses are increasingly relying on AI solutions.

To stay ahead of the curve in elevating your customer experiences and marketing, business leaders need to capitalize on the opportunities these new AI capabilities present while thoughtfully managing the challenges.

This conference brings together leading experts from AI, marketing, and customer experience to discuss how AI is changing the ways they engage with their customers. We'll cover how AI is being used to:

- better predict customer behavior
- personalize customer experiences
- transform marketing... for agencies and clients
- automate and improve marketing tasks

We'll also cover how businesses effectively manage privacy, security, and ethical challenges.

Register today to learn how you can use AI to transform how you interact with your customers.

11:00 – 11:35 am

### Personalizing Customer Experiences with AI

Using AI to personalize customer experiences can result in higher customer satisfaction, loyalty, and lifetime value leading to increased sales and profits. Hear how companies can more effectively use AI to deliver richer customer insights and personalized customer experiences.

**Liat Ben-Zur**, Board Member & Advisor, Former Corporate Vice President, Consumer Services, **Microsoft**

**Denise Dahlhoff, PhD**, Senior Researcher, Consumer Research, **The Conference Board**

Moderator: **Dave Mihanovic**, Program Director, Data Analytics Council, **The Conference Board**

11:40 – 12:40 pm

### Transforming Marketing with AI

AI has long been used as part of the marketing process -- to target prospective customers, dynamically bidding on ads

slots, and/or enhance content. With the explosion in generative AI apps, there is an even greater opportunity to improve the effectiveness and efficiency of the marketing process across media companies, agencies, and their clients. Hear how a panel of experts expects AI to drive further transformation in the field of marketing.

**Adam Husein**, SVP, Data & Analytics, **Firebird Music**

**David Schweidel**, Rebecca Cheney McGreevy Endowed Chair & Professor of Marketing, **Emory University**

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

12:40 – 12:50 pm **Break**

12:50 – 1:50 pm

### AI in Practice: CX Use Cases, Opportunities, & Challenges

The use of AI in marketing and CX is growing rapidly. As AI technology continues to evolve, companies will have more opportunities to transform their approach to marketing and CX using AI. Hear how industry practitioners are leveraging AI today, what future opportunities they envision, and how they're addressing the unique challenges AI presents.

**Cathy Alessi**, SVP, Analytics, **Southern New Hampshire University**

**Zohar Karu**, VP, Chief Data & Analytics Officer, **Blue Shield of California**

**Sanjay Sidhwani**, Chief Data & Analytics Officer, **Valley Bank**

**Sumit Taneja**, SVP & Global Head of Digital Consulting and Implementation, **EXL**

Moderator: **Sumit Taneja**, SVP & Global Head of Digital Consulting and Implementation, **EXL**

### Target Audience:

- Chief CX Officers, SV's, VPs & Directors of CX
- Chief Marketing Officers, SVPs, VPs, & Directors of Marketing
- Chief Creative, Sales, & Customer Relationship leaders in ad agencies
- CIO's, VPs & Directors of IT / Digital / Technology
- Chief Data Officers, SVPs, VPs & Directors of Analytics and/or Customer or Marketing Analytics
- Leaders of Customer Care / Support functions within the organization
- Leaders of CX and/or Marketing Consulting Practices...Partner, SVP, VP, other
- Leaders of Customer Data and Marketing Technology Solution Providers (e.g., Adobe, IBM, Oracle, Redpoint, Salesforce, SAP)

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