



PHOTONWORLD
2020

#PHOTONWORLD 2020

Online Event

November 5th

An invite-only, virtual event that brings together senior executives from Fortune 500 companies to share best practices and insights.

Ask us about our exciting **BREAKOUT SESSIONS** taking place after the event: RSVP@photon.in to book your spot.

Request your invite to PhotonWorld 2020 at photon.in/PhotonWorld

Keynote Speakers



Giovanni Monti
SVP, Healthcare Services
Walgreens Boots Alliance



Kal Raman
CDO
Samsung America



Gordon McGrath
Business Information Officer
Toyota Financial Services



Chintan Mehta
CIO, Head of Digital Technology & Innovation
Wells Fargo



Asokan Selvaraj
CIO
Medimpact



Igor Gershfang
VP, Head of Digital Products & Development
Walgreens Boots Alliance



Jon Chong
VP, Digital Capabilities
Kohler



Jamie Head
CDO & CTO
Ocean Spray Cranberries



Kelly Dakin
CDO & Chief Customer Experience Officer
Atlantic Union Bank



Mourad Ajarti
Group CIO
Coca-Cola Hellenic Bottling Company



Rajvir Madan
VP, Analytics & Digital Technology for Consumer Healthcare
GSK



Tres White
Chief Retail Officer
Purple



Mark Rumbaugh
VP, Information Technology
Vizio



Venkat Gopalan
CDO, CTO & CIO
Belcorp



David Patten
Managing Director, Investment Banking Capital Markets
Credit Suisse

Our Sponsors



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PhotonWorld by the Numbers

400

CIOs, CTOs & digital experts attendees

32

C-Level executives from Fortune 100 companies

20

Presenters focused on the current digital landscape

120

Fortune 500 companies represented

PhotonWorld attendees include executives from leading brands like:



REQUEST YOUR INVITE AT [PHOTON.IN/PHOTONWORLD](https://photon.in/PHOTONWORLD)

PhotonWorld 2020 AGENDA

Thursday, November 5th | 11:00 AM - 5:00 PM EST

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Welcome Address	Srinivas Balasubramanian CEO Photon Interactive	11:00 AM - 11:10 AM
Photon CTO Kickoff	Mukund Balasubramanian CTO Photon Interactive	11:10 AM - 11:30 AM
Opening Keynote Creating differentiation platforms to drive customer engagement	Kal Raman CDO Samsung America	11:30 AM - 11:50 AM
Keynote Kohler's Digital Transformation: a conversation with Jon Chong	Jon Chong VP, Digital Capabilities Kohler	11:50 AM - 12:10 PM
Keynote Leveraging the Full Omnichannel Power of WBA	Giovanni Monti SVP, Director of Healthcare Innovation Walgreens Boots Alliance	12:10 PM - 12:30 PM
The Future State of Digital	Muhamad Daud EVP Engineering Photon Interactive	12:30 PM - 12:50 PM
Keynote Post-COVID: Supply Chain & Route to Market Impact	Mourad Ajarti Group Chief Information Officer Coca-Cola Hellenic Bottling Company	12:50 PM - 1:10 PM
Keynote How COVID-19 Accelerated the TFS Digital Transformation	Gordon McGrath Business Information Officer - Channel Systems Toyota Financial Services	1:10 PM - 1:30 PM

5 MINUTE BREAK 1:30 PM - 1:35 PM

Keynote YAP (Yet Another Prediction) for Banking	Chintan Mehta CIO, Head of Digital Technology & Innovation Wells Fargo	1:35 PM - 1:55 PM
Keynote Transitioning the non-tangible customer to the tangible	Tres White Chief Retail Officer Purple	1:55 PM - 2:15 PM
Keynote Growing Value on Our Journey	Jamie Head Chief Digital & Technology Officer Ocean Spray Cranberries	2:15 PM - 2:35 PM
Keynote Healthcare Technology - COVID-19 Changed the Game	Asokan Selvaraj CIO MedImpact Healthcare	2:35 PM - 2:55 PM
Keynote Digital Product & Experience Platform Services	Igor Gershfang VP, Head of Digital Products and Development Walgreens Boots Alliance	2:55 PM - 3:15 PM
Keynote	David Patten Managing Director, Investment Banking Capital Markets Credit Suisse	3:15 PM - 3:35 PM

5 MINUTE BREAK 3:35 PM - 3:40 PM

Keynote The Great Makeover	Venkat Gopalan CDO, CTO & CIO Belcorp	3:40 PM - 4:00 PM
Interview	Kelly Dakin Chief Digital and Chief Customer Experience Officer Atlantic Union Bank	4:00 PM - 4:20 PM
Keynote VIZIO: Redefining the TV as the Anchor of the Smart Home	Mark Rumbaugh VP, Information Technology Vizio	4:20 PM - 4:40 PM
Keynote The Challenges of MarTech	Rajvir Madan VP, Analytics and Digital Technology for Consumer Healthcare GSK	4:40 PM - 5:00 PM

Closing Remarks

Photon Interactive

5:00 PM - 5:10 PM