



# PHOTONWORLD 2023

An invite-only networking event with over 300 top-level digital professionals from the Fortune 500. At PhotonWorld, we have a **proven track record of predicting digital trends** better than industry analysts. It is also about meeting your peers, celebrating success, and **networking with top digital executives**.

Pre-Event Party | July 19th, 6:00 PM to 9:00 PM EST

**EVENT DAY** | **July 20th, 8:00 AM to 6:00 PM EST**

Post-Event Party | July 20th, 6:00 PM to 9:00 PM EST

Every image we are using for PhotonWorld has been created by AI

MIDJOURNEY PROMPT: photo-realistic exterior photograph of New York Stock Exchange, orthographic projection, volumetric lighting --v 5 --q 2



Experience an electrifying **Pre-Event Party at The 1792 Restaurant, NYSE**, on July 19th, followed by captivating sessions on July 20th. End the event with an unforgettable **Post-Event Party on the NYSE Trading Floor**.



#PHOTONWORLD2023

Please RSVP at [PhotonWorld2023@photon.com](mailto:PhotonWorld2023@photon.com)

# PHOTONWORLD 2023

INVITE-ONLY NETWORKING EVENT

JULY 20th

PhotonWorld 2023 is an invite-only networking event with over 300 top digital professionals from Fortune 500. It is a platform to learn the latest digital trends, meet peers, celebrate success, and network with leaders.

Please RSVP at [PhotonWorld2023@photon.com](mailto:PhotonWorld2023@photon.com)

## Speakers and Panelists



**Lubomira Rochet**  
Partner at **JAB** and Former Chief Digital Officer **L'Oréal**



**Srinivas Balasubramanian**  
Co-founder & CEO **Photon**



**Chintan Mehta**  
EVP, Digital, Innovation and Strategy & Technology Fellow **Wells Fargo**



**Mukund Balasubramanian**  
Co-founder & CTO **Photon**



**Anthony Roberts**  
Photon Advisor, EX Global CIO **Walgreens Boots Alliance**



**Demetry Zilberg**  
CTO **Wells Fargo**



**Giovanni Monti**  
Photon Advisor, EX SVP **Walgreens Boots Alliance**



**Dan Regalado**  
Former CIO **Banfield Pet Hospital**



**Meenu Agarwal**  
Group SVP **Workday**



**Abhi Dhar**  
Board Member, Advisor, Angel Investor, Global CIO/CTO for 20 years



**Tom Caudron**  
Director of Digital Transformation **Sentara Healthcare**



**Nakul Vyas**  
Head of Data, Analytics, and Innovation at **Arcutis Biotherapeutics**



**Muhamad Daud**  
EVP - Engineering **Photon**



**Deepak Sharma**  
SVP - Client Strategy & Innovation **Photon**

## A Look back at the past PhotonWorld

300+

Senior Digital Executives Attended

30+

C-Level Executives from Fortune 100 companies

19

Presenters - Senior Leaders in Digital

130+

Fortune 500 companies represented

PhotonWorld attendees include executives from leading brands like:





### **Generative Artificial Intelligence: Large Language Models and Beyond**

This session will explore the latest advancements in Generative AI and how Large Language Models like ChatGPT are transforming various industries.



### **Web3, Metaverse, and Decentralized Internet**

This session will discuss the intersection of Web 3, metaverse, and decentralized internet and how the recent fall of crypto markets could impact them.



### **The Demise of 3rd Party Cookies & Tokenization of Consumer Data**

This session will explore the challenges that the demise of 3rd party cookies poses for businesses and how they can leverage the tokenization of consumer data to target their customers effectively. Explore the best practices for targeting consumers in a post-cookie world.



### **How are we using OpenAI & ChatGPT within Photon?**

This session will showcase how Photon uses OpenAI, ChatGPT, and Dall-E to create innovative solutions for its clients. We will also explore real-world applications of AI and how global brands are implementing it across their industries, be it retail, financial services, healthcare, etc.



### **Big Data & Analytics**

Data is the foundation for Artificial Intelligence and the Next Generation of Digital Experiences. This session will explore the role of Big Data and Analytics and how they shape the next generation of digital experiences.



### **Innovations in the MarTech Landscape**

This session will cover the challenges and opportunities while implementing MarTech solutions. It will also explain how to measure the ROI of MarTech investments in your organization.



### **How to Embrace the Cloud Right Way**

Discover best practices and real-world examples of organizations leveraging cloud technologies for innovation, scalability, and cost-efficiency.



### **Where does it leave us with Core Digital?**

This session will explore the impact of the latest advancements in Digital and what it means for businesses. You will learn what's next for digital and how to leverage these technologies to create an effective, ROI-driven digital ecosystem.

# PHOTONWORLD2023

## AGENDA

Thursday, July 20th

### Morning

8:00 <sup>AM</sup> - 8:55 <sup>AM</sup>	Registration & Breakfast
8:55 <sup>AM</sup> - 9:00 <sup>AM</sup>	<b>NYSE Good Morning</b> New York Stock Exchange Host
9:00 <sup>AM</sup> - 9:10 <sup>AM</sup>	<b>PhotonWorld23 Kickoff</b> Anthony Roberts Photon
9:10 <sup>AM</sup> - 9:30 <sup>AM</sup>	<b>CEO Welcome Address</b> Srinivas Balasubramanian <i>Co-Founder &amp; CEO</i> Photon
9:30 <sup>AM</sup> - 10:10 <sup>AM</sup>	<b>Photon CTO Kickoff</b> Mukund Balasubramanian <i>Co-Founder &amp; CTO</i> Photon
10:10 <sup>AM</sup> - 10:25 <sup>AM</sup>	<b>15 Minute Break</b>
10:25 <sup>AM</sup> - 10:55 <sup>AM</sup>	<b>Opening Keynote Convergence</b> Chintan Mehta <i>EVP, Digital, Innovation and Strategy &amp; Technology Fellow</i> Wells Fargo
10:55 <sup>AM</sup> - 11:30 <sup>AM</sup>	<b>Fireside Chat with Mukund and Lubomira Rochet</b> <i>Partner</i> JAB
11:30 <sup>AM</sup> - 12:00 <sup>PM</sup>	<b>MarTech Innovation</b> Deepak Sharma <i>SVP - Client Strategy &amp; Innovation</i> Photon
12:00 <sup>PM</sup> - 1:00 <sup>PM</sup>	<b>Lunch</b>

### Afternoon

1:00 <sup>PM</sup> - 1:30 <sup>PM</sup>	<b>The Future of Digital</b> Momo <i>EVP, Engineering</i> Photon
1:30 <sup>PM</sup> - 2:00 <sup>PM</sup>	<b>Fireside chat with Mukund and Sanjay Saraf</b> <i>Chief Product and Payments Officer</i> JPMC
2:00 <sup>PM</sup> - 2:15 <sup>PM</sup>	<b>15 Minute Break</b>
2:15 <sup>PM</sup> - 2:55 <sup>PM</sup>	Panel Discussion <b>Digital's Impact on Customer Experiences</b>
2:55 <sup>PM</sup> - 3:25 <sup>PM</sup>	<b>Breathing New Life into tired legacy platforms</b> Dan Regalado <i>Former CIO</i> Banfield
3:25 <sup>PM</sup> - 3:55 <sup>PM</sup>	<b>Mindset, Culture &amp; Leadership for thriving in businesses reimaged through technology</b> Abhi Dhar <i>Board Member, Advisor and Angel Investor, Global CIO/CTO for 20 Years</i>
3:55 <sup>PM</sup> - 4:10 <sup>PM</sup>	<b>15 Minute Break</b>
4:10 <sup>PM</sup> - 4:50 <sup>PM</sup>	Panel <b>Digital's Impact on Healthcare</b>
4:50 <sup>PM</sup> - 5:40 <sup>PM</sup>	<b>Creative Hackathon Results: Human vs. Generative AI</b> Jim Kim & Annah Lansdown Photon
5:40 <sup>PM</sup> - 5:55 <sup>PM</sup>	<b>Tomorrow Maker Awards</b>
5:55 <sup>PM</sup> - 6:05 <sup>PM</sup>	<b>Closing Remarks</b> Mukund Balasubramanian
6:05 <sup>PM</sup>	<b>Let's Party</b>