

RE • WORK

OCTOBER 22-23, 2024

Enterprise AI Summit

Canada

## Enterprise AI Summit Canada | Applying Next Level Deep Learning and Advanced Machine Learning

Join us to explore the latest **AI and Machine Learning applications** and discover how they are revolutionizing the different industries, driving efficiency, and solving complex challenges.

We are delighted to announce the first edition of the **Enterprise AI Summit Canada**. The event will bring together an audience across different sectors to explore the latest advancements in AI and Machine Learning, and how these can be applied in different areas.

By attending the Enterprise AI Summit Canada, you will have the opportunity to learn, network, and explore the transformative potential of AI in your company.

### WHAT'S NEW FOR 2024?

- Learn about the latest AI/ML technologies and strategies being used to drive innovation and efficiency.
- Be part of a dynamic community driving innovation in AI and ML within Canada. The summit fosters collaboration and discussion, shaping the future of this transformative technology.
- Hear from industry experts and thought leaders on how to implement AI to revolutionize strategies for sustained success and future-proofed growth.
- Gain a competitive edge by equipping your team with AI-driven tools and strategies.
- Connect with a global network of AI/ML professionals who are working through the same challenges and exploring AI solutions.
- Discover unique insights and technical use cases from AI specialists and data scientists.
- Stay up to date on the latest AI research discoveries and practical directives to implement them in your business.

### Enterprise AI Summit Canada 2024 Key Themes:

- **THE FUTURE OF AI:** *Discover what top industry leaders think of the future of AI*
- **FRAUD DETECTION:** *Learn the latest about how AI is helping combat Fraud Detection*
- **CUSTOMER CENTRIC:** *Understand how AI is used to personalize and improve customer financial products and services.*

- **AI REGULATIONS:** *Stay current on the latest regulatory developments and best practices for the use of AI.*
- **IMPLEMENTING AI IN YOUR BUSINESS:** *Learn from experts on how to develop and implement an effective AI strategy for your organization*

### **Speakers Confirmed:**

- Aditya Anne, *Senior Director, Enterprise AI Governance, CIBC*
- Yannick Lallement, *Chief Artificial Intelligence Officer, Scotiabank*
- Aditya Vikram Singh, *Senior Machine Learning Engineer, Munich Re*
- Maurice Leon, *Director Service Governance, CIBC Mellon*
- Aneta Osmola, *Data and AI Risk Director, Global Risk Management Scotiabank*
- Chris Patterson, *Head of Enterprise AI Platforms and Solutions, CIBC*
- Olga Tsubiks, *Director, Strategic Analytics and Data Science, RBC*
- Eoin Roche, *Senior Vice President, Head of Technical Account Management, KX*
- Amit Satpathy, *Director of Artificial Intelligence, Munich Re Canada*
- Javier Medel, *Senior Machine Learning Engineer, WM*
- Pedro Tavares, *Lead Data Scientist, Glencore*
- Mateusz Ujma, *Senior Director, Data Science, Rogers Communications*
- Ching Huang, *Manager, Health Data Science Branch, Ontario Ministry of Health*
- Paul Beaton, *Sr. Manager, Data Science & Analytics, Rogers Communications*
- Huzaifa Noman, *Global Head of Data & AI, Colliers*
- Taha Azizi, *Senior Manager, Data Science, Loblaw*
- Amin Atashi, *Senior Machine Learning Engineer, The Globe and Mail*
- Yuri Levin, *Professor of Management Analytics, Smith School of Business, Queen's University*
- Lin Liu, *Senior Manager, Data Science & Engineering, Wealthsimple*
- Nitesh Soni, *Global AI Solutions Leader, Sanofi*
- Brett Harris, *Vice President, AI Strategy & Enablement, SGK*
- Justin Javorek, *Digital Experience Design Leader, BELL*
- Jeff Kurys, *Director, Artificial Intelligence, BELL*
- Martin Bernier, *Senior Director, Quantitative Strategies and Data Science, Caisse de Dépôt et Placement du Québec*
- Harsh Singh, *Manager, Data Science | Advance Analytics AI/ML Product Delivery, Sobeys*
- Saad Rais, *Senior Manager, Health Data Science, Ontario Ministry of Health*
- Priya Alagarsamy, *Senior Manager, Deposits and Investments, Pricing & Insights, Scotiabank*
- Parisa Lak, *Senior Data Scientist | Group Advanced Analytics, Manulife*
- Ramzi Abdelmoula, *Head of AI Strategy, General Motors Canada*
- Shenson Joseph, *Data Scientist, JPMorgan Chase & Co*
- Awais Sher Bajwa, *Head of Data & AI Banking, Bank of America*
- Steffen Klaere, *Data Scientist, Definity*
- Maria Abrar, *Data Scientist, Instagram-Meta*
- Ali Zamani, *ML Engineer, Priceline (Booking Holdings)*
- Armando Ordorica, *Senior Data Scientist, Pinterest*
- Heathcliff Lewis, *Director, RBC Borealis, Royal Bank of Canada*
- Roma Kojima, *Senior Director, Enterprise Audience Data, CBC/Radio-Canada*
- Mike Delorme, *AVP, Canada Advanced Analytics & AI, Manulife*
- Moinul Islam, *Data Transformation Office, Leader, BELL*

# Enterprise AI Summit Canada 2024 | AGENDA

## DAY ONE – Oct 22, 2024

### Toronto, Canada

8:00am – 9:00 am	<i>Registration &amp; Open Networking in the Exhibition Area</i>
9:00am-9:15am	<b>WELCOME NOTE &amp; OPENING REMARKS:</b> Maurice Leon, <i>Director Service Governance, CIBC Mellon</i>
9:15am - 9:45am	<p><b>Keynote Presentation: Revolutionizing Pharma with Scalable and Responsible AI Solutions</b></p> <ul style="list-style-type: none"> <li>• What it takes to pilot AI to full scale implementation across organization</li> <li>• How do increase the adaption rate in business and measure the direct impact of AI</li> <li>• How do understand the ethical concerns and build the AI in a control and responsible way</li> <li>• How do we make adjustment with new emerging AI technologies such as Generative AI</li> </ul> <p>Nitesh Soni, <i>Global AI Solutions Leader</i> <b>Sanofi</b></p>
9:45am - 10:15am	<p><b>Keynote Presentation: Navigating Emerging Technologies: Benefits and Risks of Utilizing AI in the Enterprise</b></p> <ul style="list-style-type: none"> <li>• How does your company identify which applications utilize artificial intelligence?</li> <li>• How does the company evaluate if these applications make sense from an economic perspective or if they are just hype?</li> <li>• Identifying the risks and benefits related to the large-scale use of artificial intelligence applications</li> </ul> <p>Pedro Tavares, <i>Lead Data Scientist</i> <b>Glencore</b></p>
10:15am – 10:45am	<p><b>Keynote Presentation: Bridging the Gap Between the Process and Delivery</b></p> <ul style="list-style-type: none"> <li>• How to overcome the challenges of aligning business and engineering on the AI journey</li> <li>• Unlocking the power of process optimization to drive sustainable profitability</li> <li>• Strategies for building a bridge between process and delivery in ai finance</li> <li>• Best practices for implementing ai solutions that deliver real-world results</li> </ul> <p>Eoin Roche, <i>Senior Vice President, Head of Technical Account Management</i> <b>KX</b></p>
10:45am – 11:15am	<i>Mid-Morning Coffee Break &amp; Networking in Exhibition Area</i>
11:15am - 11:55am	<p><b>Panel Discussion: New Trends in the Next Chapter of Data and AI</b></p> <ul style="list-style-type: none"> <li>• What is the next chapter in the usage of Data in AI?</li> <li>• What is the next chapter in AI with respect to the framework of models, computational infrastructure, and social implications?</li> <li>• How do these new trends in Data and AI improve customer experience, risk management, and operational efficiency?</li> </ul> <p><b>Panelists:</b> Maurice Leon, <i>Director Service Governance, CIBC Mellon</i> Huzaifa Noman, <i>Global Head of Data &amp; AI, Colliers</i> Nitesh Soni, <i>Global AI Solutions Leader, Sanofi</i> Parisa Lak, <i>Senior Data Scientist   Group Advanced Analytics, Manulife</i></p> <p><b>Moderator:</b> Brett Harris, <i>Vice President, AI Strategy &amp; Enablement, SGK</i></p>

11:55m-12:25pm	<p><b>Keynote Presentation: Exploring Opportunities and Challenges in terms of Capturing ROI when Developing and Deploying AI</b></p> <ul style="list-style-type: none"> <li>• Evaluating end-user AI use cases and the value proposition that informs ROI</li> <li>• Prioritizing investments within a structured farmwork, taking into consideration, data, technical, legal, and resource impacts</li> <li>• Validating results to drive continuous improvement and increased business investments</li> </ul> <p>Brett Harris, <i>Vice President, AI Strategy &amp; Enablement</i> SGK</p>
12:25pm - 12:55pm	<p><b>Keynote Presentation: AI Governance and Risk Management in Banking</b></p> <ul style="list-style-type: none"> <li>• An overview of the AI regulatory and legal landscape affecting the Banking sector</li> <li>• The importance of having an AI Governance program to manage AI-related risks</li> <li>• Key components of an AI Governance program and a practical approach to assess and mitigate AI-related risks</li> </ul> <p>Aditya Anne, <i>Senior Director, Enterprise AI Governance</i> CIBC</p>
12:55pm – 2:00pm	<p><i>Lunch &amp; Networking in Exhibition Area</i></p>
2:00pm – 2:30pm	<p><b>Keynote Presentation: Disrupting the Marketing World: How AI is Revolutionizing Traditional Marketing Strategies</b></p> <ul style="list-style-type: none"> <li>• Leveraging AI to create highly personalized customer experiences and targeted marketing campaigns</li> <li>• Using AI to analyze vast amounts of data, uncover insights, and make more informed marketing decisions</li> <li>• Gen AI use cases</li> </ul> <p>Mateusz Ujma, <i>Senior Director, Data Science</i> Rogers Communications</p>
2:30pm-3:10pm	<p><b>Panel Discussion: Panel Discussion: Building AI Capabilities Successfully, from the Ground Up</b></p> <ul style="list-style-type: none"> <li>• Objective of the use of AI - Productivity or doing things differently with AI/ How is GenAI different compared to traditional AI/ML and how can it be used in the business context?</li> <li>• What would you recommend companies do to build AI successfully from the ground up? Is data still as critical in the new context of GenAI?</li> <li>• Resistance to change, &amp; elements to a successful AI Adoption? Harsh Singh, <i>Manager, Data</i></li> <li>• How are you using AI in your personal life?</li> </ul> <p><b>Panelists:</b> Javier Medel, <i>Senior Machine Learning Engineer, WM</i> Harsh Singh, <i>Manager, Data Science   Advance Analytics AI/ML Product Delivery, Sobeys</i> Saad Rais, <i>Senior Manager, Health Data Science, Ontario Ministry of Health</i></p> <p><b>Moderator:</b> Ramzi Abdelmoula, <i>Head of AI Strategy, General Motors Canada</i></p>
3:10pm – 3:50pm	<p><b>Panel Discussion: Tailoring AI for the Financial Sector: Understanding the Unique Challenges and Opportunities</b></p> <ul style="list-style-type: none"> <li>• Building a financial sector-specific AI strategy</li> <li>• Integrating AI with existing business processes and systems</li> <li>• Establishing key performance indicators (KPIs) for AI adoption</li> </ul> <p><b>Panelists:</b> Aneta Osmola, <i>Data and AI Risk Director, Global Risk Management, Scotiabank</i></p>

	<p>Amit Satpathy, <i>Director of Artificial Intelligence, Munich Re Canada</i>  Martin Bernier, <i>Senior Director, Quantitative Strategies and Data Science, Caisse de Dépôt et Placement du Québec</i>  Priya Alagarsamy, <i>Senior Manager, Deposits and Investments, Pricing &amp; Insights, Scotiabank</i></p> <p><b>Moderator:</b> Awais Sher Bajwa, <i>Head of Data &amp; AI Banking, Bank of America</i></p>
3:50pm – 4:20pm	<i>Afternoon Coffee Break &amp; Networking in Exhibition Area</i>
4:20pm – 4:50pm	<p><b>Keynote Presentation: Developing the Next Generation for Data Leaders and Readiness of ML, AI Leadership</b></p> <ul style="list-style-type: none"> <li>• Explore key skills needed to make a successful, impactful data leader</li> <li>• Hear about some of the greatest data leaders of our time, how they ended up where they are today, and what we can learn from their journey</li> <li>• Get on the path to developing effective data leaders</li> </ul> <p>Olga Tsubiks, <i>Director, Strategic Analytics and Data Science</i>  <b>RBC</b></p>
4:50pm- 5:20pm	<p><b>Keynote Presentation: Discovering the Tech Advantage: Shaping the Future of Life &amp; Health Insurance</b></p> <p>Join us for an exploration of the technological frontier in the life and health insurance industry. This session will delve into the world of Advanced Analytics and Generative AI on product design, pricing, underwriting, and distribution channels. Mike will share examples of tools in production, as well as what his team is working on. Discover how to derive tangible value from emerging technology, leveraging the latest tech trends for meeting your goals. Learn from real examples to harness these innovations for competitive advantage and enhanced customer experience. Don't miss this opportunity to shape the future of insurance in the digital age.</p> <p>Mike Delorme, <i>AVP, Canada Advanced Analytics &amp; AI</i>  <b>Manulife</b></p>
5:20pm- 5:50pm	<p><b>Panel Discussion: Preparing Your Data for AI Success: Strategies and Best Practices</b></p> <ul style="list-style-type: none"> <li>• What is Enterprise AI and how do you define an enterprise AI asset?</li> <li>• How do you think enterprise AI assets should help organizations D&amp;A team to deliver business value faster?</li> <li>• What are your thoughts on standardization of tools and automation when it comes to deliver value faster in AI and Gen-AI domain?</li> <li>• What do you think about Governance at enterprise level end to end. Starting from intake process, ETL, engineering, ML engineering and AI development?</li> <li>• Do you think AI industry doing enough to make it visible that data preparation or engineering is foundational part of overall success? What do you think as data professionals we should address?</li> <li>• Security and Privacy. Today data scientists can generate content which could be private in nature very accurately. Do we think AI industry is taking enough steps?</li> <li>• Do you think the link is clear between Platform Engineering – Data Engineering – ML Governance</li> </ul> <p><b>Panelists:</b>  Shenson Joseph, <i>Data Scientist, JPMorgan Chase &amp; Co</i>  Steffen Klaere, <i>Data Scientist, Definity</i>  Maria Abrar, <i>Data Scientist, Instagram-Meta</i></p> <p><b>Moderator:</b> Moinul Islam, <i>Data Transformation Office, Leader, BELL</i></p>

5:50pm-7:00pm	Networking Reception in the Exhibition Area
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# Enterprise AI Summit Canada | AGENDA

## DAY TWO – Oct 23, 2024

### Toronto, Canada

8:30am-9:00am	Registration & Open Networking in the Exhibition Area
9:00am-9:15am	<b>WELCOME NOTE &amp; OPENING REMARKS:</b> Ching Huang, Manager, <i>Health Data Science Branch Ontario Ministry of Health</i>
9:15am - 9:45am	<p><b>Keynote Presentation: How do You Deploy AI in a Traditional Organization?</b></p> <ul style="list-style-type: none"> <li>• Creating a Change Management with AI</li> <li>• How do you run the change?</li> <li>• Should I create new roles in my organization?</li> <li>• What are the economic benefits of AI?</li> </ul> <p>Yuri Levin, <i>Professor of Management Analytics</i> Smith School of Business, Queen's University</p>
9:45am - 10:15am	<p><b>Keynote Presentation: Building a High-Impact Data Science and AI Team on a Shoestring Budget</b></p> <ul style="list-style-type: none"> <li>• Developing cost-effective strategies for hiring and retaining top AI and Data talent</li> <li>• Exploring how to maximize the potential of free and low-cost resources to build a robust data infrastructure and accelerate development</li> <li>• Promoting a culture of knowledge sharing and collaboration within the team to enhance skillsets and innovation</li> </ul> <p>Ching Huang, Manager, <i>Health Data Science Branch Ontario Ministry of Health</i></p>
10:15am - 10:45am	<p><b>Keynote Presentation: Conversational AI Evolution: A Product Primer on What it Takes to Build Conversation Driven Digital Applications that are Future Proofed and Meet Enterprise User Needs</b></p> <ul style="list-style-type: none"> <li>• Pre ChatGPT: Natural Language Understanding (NLU) driven architectures and why they were successful</li> <li>• ChatGPT: Advent of large language models and their impact on conversational AI design, development, and deployment. Do we abandon the old in pursuit of the new?</li> <li>• Post ChatGPT: How do enterprise conversational AI systems evolve to meet existing and future challenges. What are some good design principles to keep in mind while building for the future?</li> </ul> <p>Heathcliff Lewis, <i>Director, RBC Borealis</i> Royal Bank of Canada</p>
10:45am – 11:15am	Mid-Morning Coffee Break & Networking in Exhibition Area
11:15am – 12:00pm	<p><b>Panel Discussion: Generative AI in Action for Banks: The Successful Application of Generative AI in Production</b></p> <ul style="list-style-type: none"> <li>• Providing an overview of how Generative AI is currently being used in production within the banking sector?</li> <li>• What are the key benefits that Generative AI offers to banks in terms of production efficiency and customer experience?</li> <li>• What are some of the challenges that banks face when implementing Generative AI in production?</li> </ul>

	<ul style="list-style-type: none"> <li>How can these challenges be overcome, and what are some best practices for successful implementation?</li> </ul> <p><b>Panelists:</b>  Yannick Lallement, <i>Chief Artificial Intelligence Officer, Scotiabank</i>  Chris Patterson, <i>Head of Enterprise AI Platforms and Solutions, CIBC</i>  Jeff Kurys, <i>Director, Artificial Intelligence, BELL</i>  Lin Liu, <i>Senior Manager, Data Science &amp; Engineering, Wealthsimple</i></p> <p><b>Moderator:</b> Yuri Levin, <i>Professor of Management Analytics, Smith School of Business, Queen's University</i></p>
12:00pm-12:30pm	<p><b>Keynote Presentation: Unveiling the True Potential of AI in the Financial Sector</b></p> <ul style="list-style-type: none"> <li>Does artificial intelligence increase productivity as expected?</li> <li>What are the biggest challenges financial institutions face when implementing AI solutions?</li> <li>How can human expertise be best combined with AI to create a more robust financial ecosystem?</li> <li>Implementing a Data-Driven approach</li> </ul> <p>Chris Patterson, <i>Head of Enterprise AI Platforms and Solutions, CIBC</i></p>
12:30pm-1:30pm	<p><i>Lunch &amp; Networking in Exhibition Area</i></p>
1:30pm-2:10pm	<p><b>Panel Discussion: How can AI help Leaders Drive their Businesses Forward in the Coming Years?</b></p> <ul style="list-style-type: none"> <li>Identifying the current challenges facing by leaders, such as rising competition, security threats, and customer experience demands.</li> <li>The emergence of Artificial Intelligence as a game-changer in this environment</li> <li>Guiding leaders on evaluating their current processes to identify areas ripe for AI integration</li> <li>Encouraging leaders to embrace AI as a strategic tool for driving innovation and growth</li> </ul> <p><b>Panelists:</b>  Amit Satpathy, <i>Director of Artificial Intelligence, Munich Re Canada</i>  Amin Atashi, <i>Senior Machine Learning Engineer, The Globe and Mail</i>  Justin Javorek, <i>Digital Experience Design Leader, BELL</i>  Roma Kojima, <i>Senior Director, Enterprise Audience Data, CBC/Radio-Canada</i></p> <p><b>Moderator:</b> Paul Beaton, <i>Sr. Manager, Data Science &amp; Analytics, Rogers Communications</i></p>
2:10pm-2:40pm	<p><b>Keynote Presentation: Foundation From Personalization to Impersonation: Will AI Create More Opportunities or Kill Jobs?</b></p> <ul style="list-style-type: none"> <li>Evolution of Generative AI in the Workplace - From Personalization to Impersonation: Exploring the shift from AI enhancing personalized experiences to AI performing tasks that mimic human behavior, with cross-industry examples showcasing AI's diverse applications.</li> <li>Human-AI Collaboration - Enhancing Capabilities and Ethical Considerations: How AI complements human work to increase productivity and efficiency, while addressing ethical concerns about AI impersonation and maintaining human interaction.</li> <li>Future of Work- Adapting to and Predicting Change: Strategies for adapting to the evolving AI landscape and potential future scenarios, from utopian collaboration to dystopian job loss.</li> </ul> <p>Taha Azizi, <i>Senior Manager, Data Science, Loblaw</i></p>
2:40pm-3:10pm	<p><b>Keynote Presentation: Revolutionizing Travel and Customer Experience with Generative AI</b></p> <ul style="list-style-type: none"> <li><b>AI-Powered Hotel Review Summarization:</b> Using Generative AI to simplify hotel reviews and improve customer decision-making with concise and sentiment-rich summaries.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Automated Descriptions and Information Extraction:</b> Leveraging AI to generate hotel brand and neighborhood descriptions, and extract pet policies, enhancing the customer’s booking experience.</li> <li>• <b>Personalized Travel Recommendations with GenAI:</b> How AI can help travelers find the best neighborhoods and experiences tailored to their preferences in large cities</li> </ul> <p>Ali Zamani, <i>ML Engineer</i>  <b>Priceline (Booking Holdings)</b></p>
3:10pm-3:40pm	<p><i>Afternoon Coffee Break &amp; Networking in Exhibition Area</i></p>
3:40pm-4:10pm	<p><b>Keynote Presentation: IAMWarrior: Gitops for Governance and ML</b></p> <ul style="list-style-type: none"> <li>• IAMDWarrior is MunichRe's upgraded machine learning platform is based on open- source stack and applies Gitops principles to machine learning in production.</li> <li>• At MunichRe we use Gitops for most of our work, and this has many benefits including traceability, consistency, enhanced productivity, and provides a single source of truth.</li> <li>• We will take a deeper look at the process, architecture, and how IAMDWarrior is helping us speed up our ML work and how Gitops principles fit into this setup.</li> </ul> <p>Aditya Vikram Singh, <i>Senior Machine Learning Engineer</i>  <b>Munich Re</b></p>
4:10pm-4:40pm	<p><b>Keynote Presentation: Reinforcement Learning in Ad Policy Optimization for Large-Scale Recommender Systems</b></p> <ul style="list-style-type: none"> <li>• <b>Introduction to Reinforcement Learning (RL):</b> An overview of RL and how its interaction-based learning differs from traditional machine learning methods, enabling complex decision-making. RL is a key technology behind advancements like ChatGPT, where it helps models improve through feedback and interaction as opposed to labels and model retraining.</li> <li>• <b>RL in Ad Recommendations:</b> Explore how RL excels in measuring long-term effects in advertising, crucial for optimizing user interactions in large-scale recommender systems.</li> <li>• <b>Evolution and Future Directions:</b> Trace the evolution of RL in recommendation systems from the 2000s to today, highlighting advancements by companies like Google, Microsoft, and TikTok, along with a discussion of current gaps and future trends in the field.</li> </ul> <p>Armando Ordorica, <i>Senior Data Scientist, Risk and Trust</i>  <b>Pinterest</b></p>
4:40pm	<p><i>End of Conference</i></p>