

# Adobe Summit

## The Digital Experience Conference

March 25–28, 2024 | Las Vegas and online



### Omnicom @ Adobe Summit

[Register Here](#)

If you're not attending Adobe Summit 2024 in Las Vegas on March 26-28, you can access all the keynotes and many of the breakout sessions online at no cost.

The full list of sessions that will be available online during Adobe Summit is available, including Omnicom's Strategic Keynote on Wednesday, March 27, at 1:00 PT / 4:00 ET.

### Maximize Creativity and Scale Content

Leaders from Adobe, Omnicom, and Adobe Global Platinum Solution Partner Credera will share how Adobe's modern, scalable, and repeatable content supply chain empowers marketing teams to meet exploding content personalization requirements while ensuring that creativity is kept front and center.

[View the Schedule](#)



**Dr. Ali Alkhafaji**  
Chief Executive Officer,  
Credera Digital



**Cleve Gibbon**  
Sr. Vice President,  
Technology, Omnicom



**Heather Freeland**  
Chief Brand Officer,  
Adobe

Additional Omnicom sessions will be available for viewing in April

### Making the Leap with Generative AI to Scale Personalized Experiences

Learn how to transform your content lifecycle into an experience lifecycle, leveraging Sensei GenAI capabilities to move from linear content flows to a live assembly with content variants and achieve 1:1 personalization.



**Karen Ballenden**  
Business Director,  
180 Amsterdam



**Ash King**  
Director - GenAI  
Consulting, Adobe

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### The Forefront of Innovation: AI-Powered Commerce

We'll show how our innovative Omnicom Commerce solution (Transform) leverages AI and the power of the Adobe ecosystem to accelerate digital commerce go-to-market through best-in-class experiences across all touchpoints.



**David Battrick**  
SVP, DTC Practice  
Lead, TRANSACT



**Olin Moran**  
Partner & Commerce  
Lead, Credera

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### Leveraging GenAI to Produce Content at Scale

We'll reveal Omnicom's proprietary approach to managing content workflows and using GenAI to optimize hyper-personalized marketing campaigns, unlocking areas of new growth and generating higher ROI.



**Alissa Hansen**  
Chief Production  
Officer, Critical Mass



**Jay Proulx**  
Sr. Director, Adobe,  
Credera

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Register to attend virtually. If you're a new Adobe user, just follow the instructions to create an account.

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Contact [jeffrey.detloff@credera.com](mailto:jeffrey.detloff@credera.com) if you have any issues registering to attend Adobe Summit virtually.