

MODERN CUSTOMER EXPERIENCE

Presented by

ORACLE®

Tomorrow's CX, Today

- 08:30** Registrazione | **Welcome coffee & Fun**
- 09:30** **Benvenuti all'MCX!**
Fabio Spoletini | Country Manager, Oracle
Marco Ferraris | Oracle CX Country Leader, Oracle
- 09:40** **The eXperience Economy**
Shashi Seth | Sr. Vice President, Oracle Marketing Cloud
- 10:05** **Welcome in the post digital era: gli effetti reali, in termini economici e occupazionali, della crescita del digitale in Italia**
Daniele Sesini | General Manager, IAB Italia
- 10:25** **La Sfida delle Epifanie Tecnologiche: Valore, Significato, Customer eXperience**
Emilio Bellini | Co-founder LEADIN'LAB Leadership Design and Innovation Lab, School of Management-Politecnico di Milano
- 10:45** **Coffee Break & Fun**
- 11:00** **How to succeed in the eXperience World: driving business performance**
Cristina Ughes | Precision Practice Lead, Publicis Media Italy
- 11:20** **Customers eXperience a confronto**
Conversazioni moderate da:
Omar Schillaci | Vice Director, Wired Italia
Alberto Bruno | Head of Business Strategy, Mediaset
Vincenzo De Lisi | CIO, Sirti
Gian Maria Sulas | CEO, Next Solution
Ilza Xhelo | Chief Commercial Officer, Ernest Airlines
- 12:10** **Cloud Solutions Showcase**
- 13:00** **Networking Lunch**