

11:30 AM-1:30 PM Registration, Networking & Lunch

1:30-1:45 PM **Welcome to GlobalLinkNEXT**

📍 Fleming (3rd Floor)

1:45 PM-2:30 PM **Building What's NEXT: Inside TransPerfect's GlobalLink Technology**

Join TransPerfect's Technology Leaders for an inside look at the innovations shaping the company's future.

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2:30-3:00 PM **One Platform, One Voice: How Hilti Built a Global Localization Backbone**

Karel Rozkosny, Global Lead Marketing Technology, Hilti Group

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3:00-3:30 PM **Mind the Gap! Why AI Translation Needs Governance**

Hilary Wright & Ty Trainer, AI Practice Group, TransPerfect

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3:30-3:45 PM Coffee Break

3:45-4:10 PM **Nobody Gets Fired for Saying No: How to Build an AI Use Case for Your Boss**

Stuart McIntyre
Former Executive Director, Digital Strategy and AI Lead
Standard Chatered Bank

📍 Victoria (2nd Floor)

4:15-5:05 PM **OKX: From Crawlability to AI Visibility—Why Technical SEO Matters More Than Ever**

Pınar Başar
Senior Localization & Experience Team Lead
OKX

📍 Victoria (2nd Floor)

5:10-5:50 PM **The Human Side of AI Adoption: What Nobody Tells You**

Moderated by Aaron Campbell, Senior Director, TransPerfect

📍 Fleming (3rd Floor)

5:50-6:00 PM **Closing Remarks Day One**

6:00-8:00 PM Post-Event Networking Cocktail Reception

9:00-9:45 AM Doors Open, Coffee & Networking

9:45-10:30 AM **Beyond Intelligence**

Matt Hauser, Chief Experience Officer, TransPerfect

Artificial intelligence has rapidly shifted from a novelty into an everyday baseline, but true competitive advantage lies in what you build on top of that technology. Discover how TransPerfect's continuous evolution can help turn new capabilities into strategic outcomes for what's NEXT.

📍 Fleming (3rd Floor)

10:30-11:45 AM **KEYNOTE**

Unreasonable Brands: How to Build a Brand Centered on Unreasonable Hospitality

Will Guidara, New York Times bestselling author of Unreasonable Hospitality and former co-owner of Eleven Madison Park, will show how making people feel valued turned a restaurant into the best in the world, and how that same thinking builds brands people stay loyal to.

📍 Fleming (3rd Floor)

11:45-12:45 PM **Lunch**

12:45-1:10 PM **Becoming AI-Forward— Scaling Localization & Content with Agentic AI**

Jonathan, Head of Customer & Product Excellence,
Amazon Web Services

📍 Fleming (3rd Floor)

1:15-1:40 PM **Aura: Building the Marketing Operating System**

Mario Lenoci & Verena Bucher, TransPerfect

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1:45-2:10 PM **Vanguard Asset Management: Global Reputation, Local Relevance: Scaling Trust Across Europe**

Becky Bond, Head of Marketing EMEA &
Pete Engstrom, Head of Marketing & Distribution Enablement, Vanguard

📍 Victoria (2nd Floor)

2:15-2:40 PM **UBS: Elevating Translation Management to an Intelligent Global Content Ecosystem**

Sarah Tatjana Baier, Head Digital Client Engagement
and Transformation

📍 Victoria (2nd Floor)

2:40-3:05 PM **AllianceBernstein's Translation Journey with GlobalLink AI**

Rick Cannon, Marketing Director, AllianceBernstein

📍 Victoria (2nd Floor)

3:05-3:10 PM **Closing Remarks**