

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

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

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.

2:30-3:00 PM    **One Platform, One Voice: How Hilti Built a Global Localization Backbone**  
Karel Rozkosny, Global Lead Marketing Technology, Hilti Group

3:00-3:30 PM    **Mind the Gap! Why AI Translation Needs Governance**  
Hilary Wright & Ty Trainer, AI Practice Group, TransPerfect

3:30-3:45 PM    Coffee Break

3:45-4:10 PM    **Brewing AI-Powered Innovation**  
Francesco Mandia, Global Head of Digital Innovation & Performance Marketing, illycaffé S.p.A.

**Adapting to a New Era of Travel Discovery**

Ashley Jones, Client Partner,  
Tripadvisor



4:15-4:40 PM    **Turning Information into Advantage**  
Mark Lawyer, President, Global Consulting, TransPerfect

**Built to Evolve: Redesigning Fairmont.com to Unlock the Future of Digital Hospitality**

Brittany Borrego, Lead Digital Experience & Performance Manager, Accor Hotels - Fairmont & Raffles



4:45-5:10 PM    **AWS: Managing an AI-Forward Content Supply Chain**  
Lindis Barry, AWS

5:10-5:50 PM    **The Human Side of AI Adoption: What Nobody Tells You**  
Moderator: Aaron Campbell | Panel from Estée Lauder, illy, Sanofi & Standard Chartered

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

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



These sessions will take place in Abbey (4<sup>th</sup> Floor)

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.

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.

11:45-12:45 PM

**Lunch**

12:45-1:10 PM

**Becoming AI-Forward— Scaling Localization & Content with Agentic AI**

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

1:15-1:40 PM

**Aura: Building the Marketing Operating System**

Matt Hauser & Mario Lenoci, TransPerfect

1:45-2:10 PM

**A New Way of Scaling and Multiplying the Value of Video Content**

Patrick Farley & Courtney Turcotte, TransPerfect

2:15-2:40 PM

**Scaling Creative Without Losing Control: A Guide to AI in Content Production**

Danielle Penny, Content Manager, easyJet Holidays

2:45-3:10 PM

**Beyond Loyalty: How Global Hotel Alliance Builds One Experience Across 50+ Brands**

Nicholas le Roux, EVP Marketing, Global Hotel Alliance

3:10-3:15 PM

**Closing Remarks**