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PORT

AWS at Cannes Lions

ATTENDEE GUIDE





Step into A'Maison: The House of Amazon where creativity, community, commerce, and culture converge.

Amazon returns to Cannes Lions with a new look for the Amazon Port: "**A'Maison: The House of Amazon**", drawing inspiration from the iconic fashion houses of France, and bringing our Amazon brands to the forefront at Cannes. Amazon Port is located in Vieux Port, adjacent to the Palais, the central hub for Cannes Lions.

AWS is excited to welcome our customers and partners. Join us at Amazon Port and learn how companies are reinventing their advertising, marketing, and media & entertainment workloads with the most purpose-built capabilities of any cloud.

A'MAISON



**Esplanade
Pantiero**
Port de Cannes,
06400 Cannes, France



AMAZON PORT HOURS

Monday	8:00 AM - 6:00 PM CEST
Tuesday	10:00 AM - 6:00 PM CEST
Wednesday	8:00 AM - 4:00 PM CEST
Thursday	9:00 AM - 6:00 PM CEST
Friday	9:00 AM - 2:00 PM CEST

REGISTER FOR AMAZON PORT
Access code: [HouseofAmazonAWS](#)

Registration includes access to programming, breakfast and all-day beverage service in our café, happy hours, and evening entertainment.

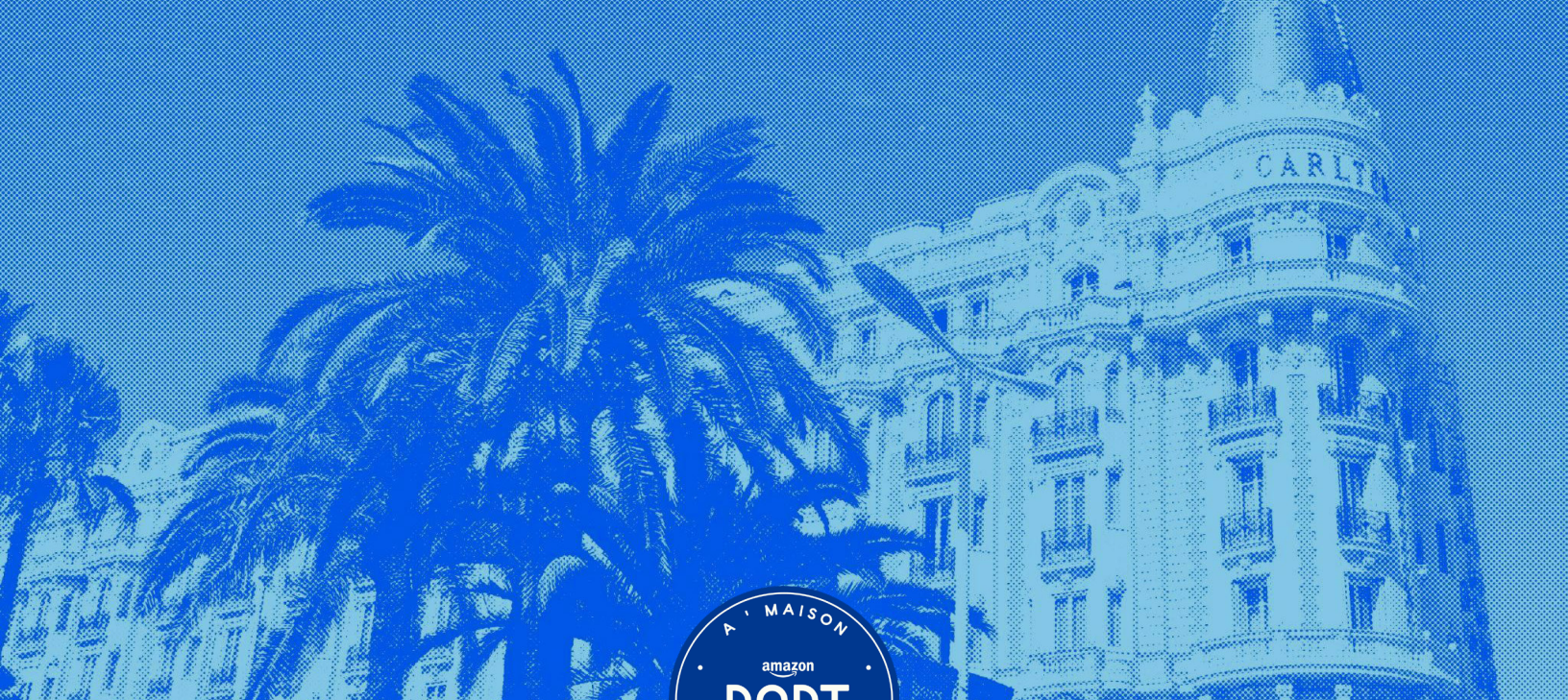
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Cannes PORTrait Painter

AWS generative AI portrait experience at Cannes Lions.


Cannes Lions attendees visiting A'Maison: The House of Amazon at Amazon Port can step into a French art studio to have their portrait painted with AWS generative AI tools, and walk away with a customized postcard to mail home for friends and family.



THOUGHT LEADERSHIP SESSIONS

Where to find AWS along the Croisette

Monday, June 17



Le Rooftop

10:30 - 11:00 am

The Attention Economy: How Sports, Media, and Creators are Holding Attention




SAMIRA BAKHTIAR
GM Media & Entertainment,
Games, and Sports, AWS



**KATHRYN KAI-LING
FREDERICK**
Chief Marketing Officer, LA Rams



KRYSTAL HAUSERMAN
Chief Marketing Officer &
Strategic Advisor, 11:11



Amazon Port

2:00 - 2:30 PM

Cracking the Code on Generative AI in Ads



SAMIRA BAKHTIAR
GM Media & Entertainment,
Games, and Sports, AWS



ANASTASIA LENG
Founder and CEO, CreativeX



JAY RICHMAN
VP, Advertising and Creative
Experiences (ACX), Amazon Ads



MATT KEMP
Head of CRM & Customer
Operations, Formula One



LBB & Friends Beach

3:00 - 3:30 PM

PRESENTED BY AWS & ADOBE: Maximize Creativity and Scale Content



MORRIS SINGER
Senior Manager, Business Applications,
Technology Partnerships, AWS (Moderator)



SIMON WILLIAMS
Vice President of Strategic
Development, Adobe



MARK KNOWLES
Chief Production and Technology
Officer, Tag



MATT CARTER
Head of Advertising Strategy,
AWS



PwC Boat

4:30 - 5:00 PM

The Reinvention of Media and Entertainment



CHRIS ZIEMER
Worldwide Strategy & Business
Development Lead, AWS



CJ BANGAH
Partner, US Technology,
Entertainment & Media, PwC



WAYNE PURBOO
VP, Amazon Shopping Video



DAN BUNYAN
Partner, UK Strategy &
Media Leader, PwC



Equality Lounge at
Hotel Martinez

5:00 - 5:30 PM

Power of the Pack Live: Powering Up Safety in Your Workplace



SHAILA MATHIAS
Customer Data Services
Business Development, AWS



REBECCA ROUSSELL
Senior Vice President, Inclusive
Communication, Current Global



**AMBER COLEMAN-
MORTLEY**
Sr. Director, Community and Culture,
The Female Quotient (Moderator)



TANNEASHA GORDON
Principal, Data and Digital Trust
Leader, Deloitte & Touche LLP



AMANDA RICHMAN
Vice President, Global Media Sales,
Microsoft Advertising, Microsoft



Les Monks Café

5:30 - 7:00 PM

Industry Disruptors: How AI is Transforming the Business of Advertising



JAMIE ALLAN
Director, Business Development Global
Agencies + Advertising, NVIDIA



VICTORIA MILO
SVP, Global Media Solutions &
Emerging Technologies, Media.Monks



ANNA MAGZANYAN
Chief of Staff to Executive
Chairman & Chief Strategy and
Revenue Officer LA Times
(Moderator)



CRAIG MILLER
Worldwide Head of Solutions,
AdTech, AWS



JAY PATTISALL
VP, Principal Analyst
Forrester

Tuesday, June 18



FreeWheel
Beach

10:00 - 10:20 AM

The Work Behind Making Live Work for Advertisers



SAMIRA BAKHTIAR
GM Media & Entertainment,
Games, and Sports, AWS



DENISE PERSSON
Chief Marketing Officer,
Snowflake



DAVID DWORIN
Chief Product Officer,
FreeWheel (Moderator)



TRAVIS CLINGER
Chief Connectivity and
Ecosystems Officer, LiveRamp



CHANDRA CIRULNICK
VP, Global Supply Partnerships, Yahoo



Plage & Restaurant
Croisette Beach

12:30 - 1:00 PM

Robot Wars - How to Win at AI



JON WILLIAMS
Global Head of Agency Business
Development, AWS



JAMIE ALLEN
Director, Business Development,
Global Agencies + Advertising, NVIDIA



BRYAN YAMADA
Chief Innovation
Officer, VML



EMMA COCHRANE
North America GenAI Lead,
Accenture Song



JAY GANADEN
Director, Strategic Development,
Pro Design and Firefly, Adobe



JOSH CAMPO
CEO, Razorfish



MATT COOPER
Founder, LBB (Moderator)



Le Rooftop

3:00 - 4:00 PM

The Future of Ad Tech: AI-Powered Platforms for Seamless Campaign Execution



CRAIG MILLER
Global Business Development Lead,
Advertising & Marketing, AWS



VALERIE DAVIS
CEO, North America,
Assembly Global



JESH SUKWANI
Lenovo



TEDDY JAWDE
Chief Product Officer &
Co-Founder YieldMo



YAKIRA YOUNG
Admonsters



Equality Lounge
at Hotel Martinez

3:30 - 4:00 PM

Shaping the Future of Generative AI: How Women are Leading the Way



SAMIRA BAKHTIAR
GM Media & Entertainment, Games,
and Sports, AWS (Moderator)



ALEX HARDIMAN
Senior Vice President Product,
The New York Times



SOO JIN OH
Chief Strategy Officer,
FreeWheel



LAUREN WALKER
Chief Client Solutions Officer,
Annaclet



Luxotel Hotel

3:30 - 4:15 PM

The Publishers Perspective



STEPHANIE LAYSER
Global Head, Publisher
Ad Tech Solutions



AMANDA MARTIN
MediaVine



JASON TOLLESTRUP
Fandom



KEREL COOPER
Group Black



AMANDA GOMEZ
New York Post

Wednesday, June 19



IPG Common Ground

11:00 - 11:30 AM

Revolutionizing Content at Scale: Generative AI with Adobe and AWS



TIA WHITE
GM AI/ML, AWS



AMIT AHUJA
SVP Platform & Product, Adobe



JAYNA KOTHARY
IPG Personalization, Privacy
Enhancing AI and Generative AI



Infillion Café

12:30 - 1:00 PM

The New Sports Fan: How Brands Can reach Today's Sports Audiences



SAMIRA BAKHTIAR
GM Media & Entertainment,
Games, and Sports, AWS



LARA KRUG
CMO, Kansas City Chiefs



MICHAEL COLELLA
SVO & Executive Producer,
Infillion



JIM COOPER
EIC, Digiday



SHANNON PRUITT
CMO, BXP (Stagwell)



GRACE TENG
Partner & Chief Media
Officer, Zambezia



Equality Lounge
at Hotel Martinez

1:00 - 1:30 PM

STEMinists: Women at the Center of Shaping the Future



TIA WHITE
GM, Marketing Intelligence
(AI/ML), AWS



MARION HARGETT
VP, Business Development,
East, The Trade Desk



ALLYSON HUGLEY
Global Senior Director,
Customer Insights, LinkedIn
Marketing Solutions, LinkedIn



TONIE LEATHERBERRY
Board Director, Direct Digital Holdings



JULIA WHITE
Chief Marketing Officer, SAP



JOANNE BRADFORD
Advisor, The Female Quotient
(Moderator)

The Amazon logo, consisting of the word "amazon" in a lowercase, sans-serif font with a curved arrow underneath it, pointing from the letter 'a' to the letter 'z'.

amazon

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