





# KEYNOTE ADDRESS

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RIAZ RAIHAN IS PRESIDENT AT ALIDA CXM a global enterprise software company headquartered in Canada. Riaz's team builds world-class customer experience management (CXM) products for Alida's customers, including Microsoft, Facebook, Nestle, Conde Nast, Autodesk, Sunlife Financial, Starbucks and other Fortune 500 corporations worldwide. Riaz has over 24 years of technology and executive leadership experience in the United States and Canada.





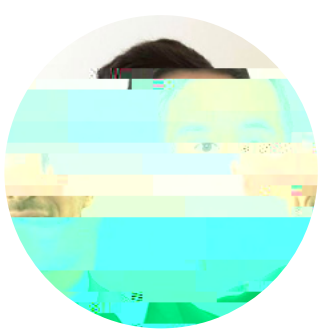
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**TAKE ADVANTAGE OF ALL  
ELEVATE HAS TO OFFER!**

