



# PegaWorld

JUNE 1-3, 2025 | LAS VEGAS

Information shared during PegaWorld is not an offer or commitment by Pegasystems and does not create any legal obligation for Pegasystems, including to deliver any material, code, or functionality. The timing of the development and release of any features or functionality described about our products remains at our sole discretion. ©2025 Pegasystems Inc.

# The Future of Customer Engagement: From Blueprint to Bottom Line with Customer Decision Hub



# Speakers



**Kyle Munderville**

Product Marketing Manager  
Customer Decision Hub



**Vince Jeffs**

Senior Director, Product Strategy  
Marketing & Decisioning



**Annette Kerlin**

Senior Director  
Specialist Solutions Consulting



**Shoel Perelman**

Vice President, Product  
Decisioning & AI



# Pega GenAI™ ✨ **Blueprint**

Customer Engagement

**Visualize and transform how you engage your customers to turn everyday moments into extraordinary experiences.**

# Current State

## Customer Decision Hub

# Broad Roadmap Themes for Customer Decision Hub



**World-Class Outbound  
Marketing**



**Enterprise-Scale  
Variation Testing and  
Monitoring**



**Transformative  
Blueprint & Agentic AI**



**Market Leading  
Data & Analytics**



# PegaWorld

JUNE 1-3, 2025 | LAS VEGAS



PEGAWORLD.COM