



JULY 16, 2025 | ONLINE

# Location Intelligence in Financial Services

▶ Harness the power of geospatial analytics

Building on the success of our global portfolio of virtual and in-person conferences, we are excited to present **Location Intelligence in Financial Services** on July 16<sup>th</sup>, 2025—a must-attend event for financial leaders, data strategists, and risk management professionals looking to harness the power of geospatial analytics.

With location intelligence revolutionizing fraud detection, operational efficiency, and customer engagement, financial institutions must also address challenges around data privacy, ethical considerations, and regulatory compliance. This summit will explore how banks, insurers, and fintechs are leveraging geospatial data to drive smarter decision-making, mitigate risks, and enhance customer experiences.

## ◆ Why Attend?

- Exclusive Insights from Industry Leaders – Hear from C-level executives, regulators, and location intelligence experts on the latest innovations transforming financial services.
- Practical Strategies for Risk Management & Fraud Detection – Learn how geospatial analytics is enhancing credit risk assessments, AML compliance, and real-time fraud prevention.
- Customer-Centric Personalization & Market Expansion – Discover how financial institutions are using location data to optimize customer engagement, tailor offerings, and expand into new markets.
- Regulatory & Ethical Considerations – Stay ahead of emerging regulations and best practices for responsible data collection, privacy protection, and compliance in location-based financial services.
- Interactive & Engaging Format – Participate in live discussions, expert panels, and networking sessions with financial leaders shaping the future of location intelligence.

This virtual summit offers a unique opportunity to connect with global financial executives in an accessible, flexible format—ensuring valuable insights and engagement without the need for travel.

**Join us as we bring together financial regulators, data strategists, and industry leaders to explore the next frontier of location intelligence in financial services!**

*\*Get in touch with the Conference Producer for this event via [kathleen.vitug@coriniumgroup.com](mailto:kathleen.vitug@coriniumgroup.com)*

## Confirmed Speakers

Shuchi Agrawal, *Chief Data Officer* - **Citi**

Che Guan, *Principal Data Scientist* - **Alliance Bernstein**

Naresh Dulam, *Vice Presidential Software Engineer* - **JP Morgan**

Shireesh Mishra, *Director Head of Portfolio Analytics* – **Citi**

Praneeth Reddy Amudala Puchakayala, *Data Scientist*, **Regions Bank**

Rahul Zende, *Principal Data Scientist* - **Navy Federal Credit Union**

Location Intelligence FSI	
10:50-11:00	Opening Remarks
11:00-11:30	Opening Keynote Presentation: The Future of Location Intelligence in Financial Services

	<ul style="list-style-type: none"> <li>• How are financial institutions leveraging geospatial data to drive smarter decision-making?</li> <li>• In what ways can location intelligence enhance fraud detection, risk management, and regulatory compliance?</li> <li>• How can AI and machine learning optimize the use of geospatial data in financial services?</li> <li>• What are the biggest barriers to adopting location intelligence in banking and insurance?</li> <li>• How should firms balance the benefits of location intelligence with ethical and privacy concerns?</li> <li>• What emerging trends in location-based analytics will shape the future of financial services?</li> </ul>
<p>11:30-12:00</p>	<p><b>Presentation: Optimizing Customer Engagement with Location-Based Personalization</b></p> <ul style="list-style-type: none"> <li>• How can geospatial data help banks and insurers deliver hyper-personalized customer experiences?</li> <li>• What role does location intelligence play in optimizing branch placement and ATM networks?</li> <li>• How are financial institutions leveraging geofencing and proximity marketing to boost engagement?</li> <li>• What are the key ethical and regulatory considerations when using customer location data?</li> <li>• How can financial services companies integrate location intelligence into their mobile and digital strategies?</li> </ul> <p><i>Shireesh Mishra, Director Head of Portfolio Analytics, Citi</i></p>
<p>12:00-12:30</p>	<p><b>Sponsored Session TBA</b></p>

12:30-13:00	<p><b>Presentation: Leveraging AI &amp; ML in Location-Based Financial Services</b></p> <ul style="list-style-type: none"> <li>• How are AI and machine learning transforming geospatial analytics in financial services?</li> <li>• What role does AI play in detecting location-based fraud patterns and anomalies?</li> <li>• How can AI-driven location insights improve credit risk assessments and lending decisions?</li> <li>• What are the key ethical risks of AI-powered location tracking in financial services?</li> <li>• How can financial institutions ensure fairness and transparency in AI-driven geospatial models?</li> </ul> <p><i>Che Guan, Principal Data Scientist, Alliance Bernstein</i></p>
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13:00-13:30	<p><b>Sponsored Session TBA</b></p>
13:30-14:10	<p><b>Panel Discussion: Navigating Regulatory and Ethical Challenges in Location Intelligence</b></p> <ul style="list-style-type: none"> <li>• How can financial institutions ensure compliance with data privacy regulations when using location data?</li> <li>• What are the key risks and challenges associated with collecting and storing geospatial data?</li> <li>• How should firms balance customer personalization with ethical concerns around location tracking?</li> <li>• What best practices should financial services companies adopt to ensure transparency in geospatial analytics?</li> <li>• How do global regulations differ in their approach to geospatial data governance?</li> <li>• What strategies can financial institutions use to gain customer trust in location-based services?</li> <li>• What future regulations should financial firms prepare for regarding the ethical use of location data?</li> </ul> <p><i>Naresh Dulam, VP Software Engineer - JP Morgan</i></p>

	<p>Praneeth Reddy Amudala Puchakayala, <i>Data Scientist - Regions Bank</i></p> <p>Rahul Zende, <i>Principal Data Scientist - Navy Federal Credit Union</i></p>
14:10-14:40	<p><b>Presentation: The Business Case for Location Intelligence in Financial Services</b></p> <ul style="list-style-type: none"> <li>• What is the ROI of implementing geospatial analytics in financial services?</li> <li>• How can financial firms overcome data integration and infrastructure challenges?</li> <li>• What are the key use cases of location intelligence in improving operational efficiency?</li> <li>• How has location intelligence contributed to cost savings and revenue growth for banks and insurers?</li> <li>• What factors should financial institutions consider when investing in geospatial data solutions?</li> </ul> <p><i>Shuchi Agrawal, Chief Data Officer, Citi</i></p>
14:40-14:50	<b>Closing Remarks</b>
	<b>END OF EVENT</b>