

MicroStrategy World 2024 to Feature Keynotes from Leaders at AWS, Bayer Pharmaceuticals, Microsoft, the U.S. Dept. of State, and Vuori

The premiere destination for AI+BI innovation will feature presentations from dozens of global brands, including Fannie Mae, MassMutual, NBCUniversal, Pfizer, and Victoria's Secret.

TYSONS CORNER, VA, April 23, 2024 – MicroStrategy® Incorporated (Nasdaq: MSTR), a pioneer in AI-powered business intelligence, today announced the keynote speakers at its annual conference, [MicroStrategy World 2024](#), taking place in Las Vegas April 29 – May 2.

MicroStrategy World 2024 brings together data, analytics, and IT professionals and decision makers from various industries to see the latest advancements in generative AI and business intelligence (BI), and gain insights into their real-world applications.

In his keynote presentation, “Let the Data Lifeblood Flow,” Phong Le, President and CEO of MicroStrategy, will explore how to create more innovative, competitive, high-performing organizations by using AI+BI to make smart data more accessible to the frontlines. Chief Product Officer Saurabh Abhyankar will share the latest MicroStrategy technologies for delivering convenient, flexible, and reliable data within operational workflows – not just in dashboards – to everyone who needs it.

Guest speakers during the keynote — which will also be livestreamed at [World Keynote](#) — include:

- [Ken Miller](#), GM, Microsoft Solutions for [Microsoft](#)
- [Carol Potts](#), GM, ISV sales for [Amazon Web Services \(AWS\)](#):
- [Sri Rao](#), Executive Dir, Commercial Data Management, [Bayer Pharmaceuticals](#)
- [Kimberly McConnell](#), Deputy Managing Director, [U.S. Department of State](#)
- [Himanshu Shekhar](#), VP, planning and analytics for apparel maker, [Vuori](#)

Throughout the event, attendees can experience MicroStrategy AI, a first-to-market solution for rapidly building AI applications on top of trusted data. The conference will feature hands-on workshops with MicroStrategy experts where attendees can build AI-powered analytics. Plus, more than 30 top brands such as MassMutual, Pfizer, Fannie Mae, Victoria's Secret, and NBCUniversal, will present how they use MicroStrategy solutions, GenAI, and the cloud to become truly data-driven businesses.

“MicroStrategy World 2024 is the place where enterprises can see and try AI-powered intelligence solutions in action. Attendees will learn from the real-world experience of global brands, MicroStrategy pros, and our partners such as AWS, Google, and Microsoft,” said Carla Fitzgerald, EVP and CMO at MicroStrategy. “And there are plenty of opportunities for networking and celebrating the exciting opportunities that AI+BI opens for our organizations and our careers.”

Additionally, MicroStrategy will host [Bitcoin for Corporations](#), which will take place concurrently with [MicroStrategy World](#) in Las Vegas May 1-2. Bitcoin for Corporations is a unique opportunity for corporate leaders, financial executives, and technology innovators to discuss the future of Bitcoin in the corporate world.

To learn more about the future of data and analytics in the age of AI, register for MicroStrategy World 2024 by visiting <https://www.microstrategy.com/world-2024/register>.

About MicroStrategy Incorporated

MicroStrategy (Nasdaq: MSTR) considers itself the world's first Bitcoin development company. The MicroStrategy software business develops and provides industry-leading AI-powered enterprise analytics software that promotes our vision of Intelligence Everywhere™. Our flagship cloud-native platform, MicroStrategy ONE, is trusted by the most admired brands in the Fortune Global 500 to drive business agility, efficiency, and revenue. We also use our software development capabilities to develop Bitcoin applications. We believe the combination of our operating structure, bitcoin strategy and focus on technology innovation provides a unique opportunity for value creation.

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