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Joya Scarlata is an accomplished and innovative Director of Digital Marketing at Interra Information Technologies, a leading B2B IT Services firm based out of San Jose, California. With a decade of experience in IT and marketing, she is recognized as a thought leader in AI and B2B Marketing. She holds a Bachelors and a Masters in International Relations and Economics from Boston University and an MBA from the Jack Welch Management Institute. She recently co-authored scholarly articles on AI in leadership and the leadership style of Gen Z and regularly speaks at prestigious seminars and webinars. She is passionate about mentoring aspiring marketers and promoting the impact of AI in marketing.