



October 06
10:00 CT | ZOOM

Let's CONNECT

Personalized AI Agents: Maximizing Cash Collections Performance

As collections teams face growing account volumes, changing customer payment behavior, and pressure to improve working capital without adding resources, AI agents are creating new opportunities to work smarter. In this Coffee with Connect session, Emagia CEO Veena Gundavelli and participants will explore how personalized AI agents can help collections teams intelligently prioritize accounts, analyze payment behavior and risk, automate routine follow-up, and determine the next best action for individual customers.



Brian Shappell, Director of Marketing & Content Strategy, Emagia

Brian Shappell, CBF, CICP, is Director of Marketing & Content Strategy for Emagia. During his stint at Emagia, Brian helped launch the AI For Finance Podcast, which he hosts as well as Emagia's monthly newsletter, a series of blogs exploring top use cases for AI in back-office finance, and new products including the Gia Inbox Agent and Gia AlphaCash. Previously, Brian worked for NACM-National for more than seven years, leading its publications division (Business Credit Magazine, eNews) and lobbying/advocacy division (federal bankruptcy reform).



Veena Gundavelli, Founder & CEO, Emagia

Veena Gundavelli is a Silicon Valley-based tech innovator and entrepreneur with over 20 years of experience in the software industry. She is the founder and CEO of Emagia, a leading provider of end-to-end, AI-native autonomous finance solutions for Order-to-Cash operations that leverage advanced technologies such as agentic AI, machine learning, and predictive analytics.



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