

**The intersection of AI & Marketing Organisations**

**How will the rise of AI impact today's Marketing Organisation?**

**Roundtable summary**

In this session, we will be exploring:

- How brands are already building AI capabilities to improve efficiency and effectiveness across the marketing and content lifecycles
- The impact on the skills required for tomorrow's marketers and the fundamental human elements should never be replaced by Artificial Intelligence
- The repercussions on influencer & advocacy marketing processes
- The AI big bets to focus on and how to truly move towards fully AI driven marketing functions

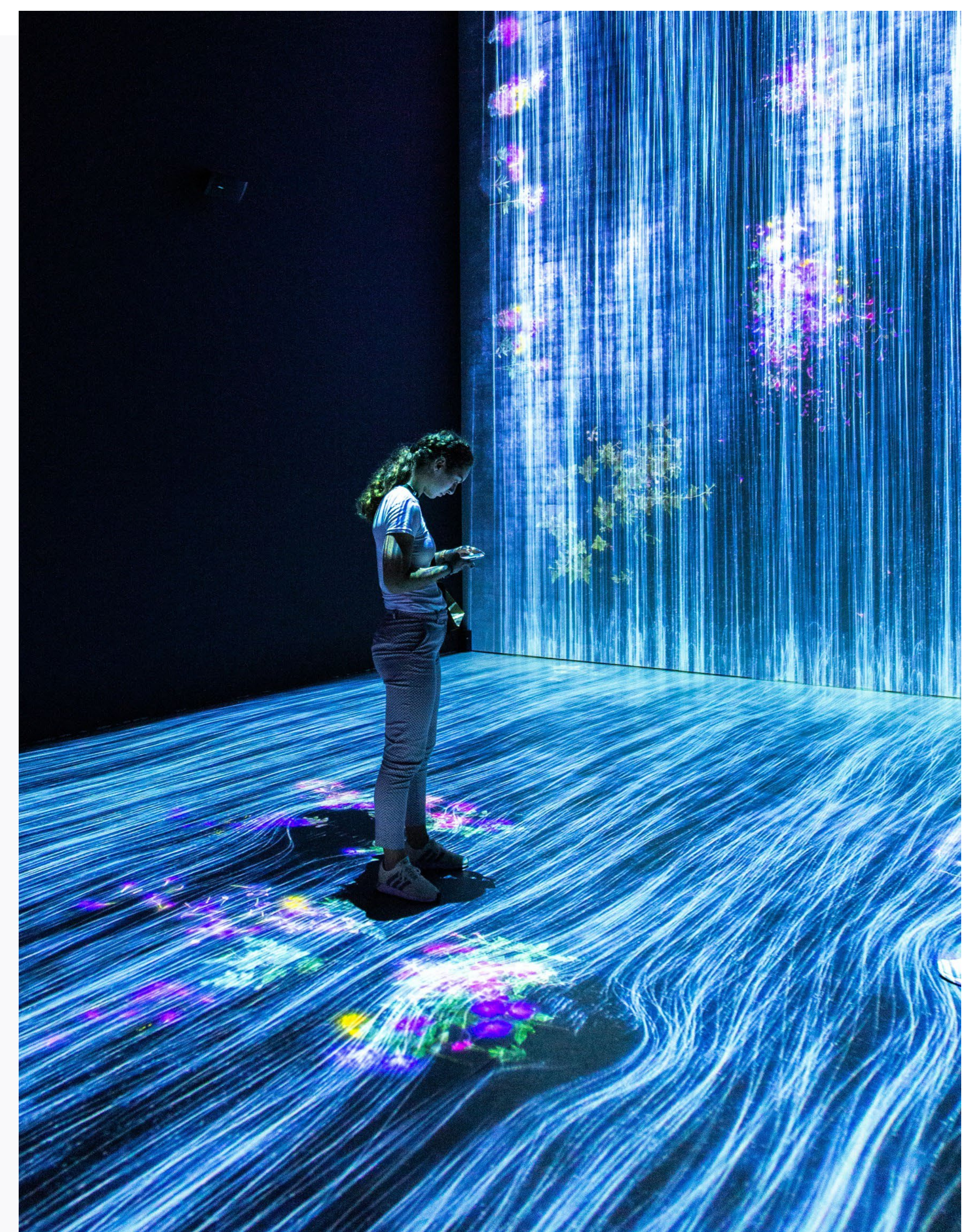
Marketing has the most to gain from AI. Brands must embrace it now or risk being left behind, for good.

AI solutions are already impacting the very essence of marketing. From understanding consumer needs, creating new products and services, to influencing purchasing habits. But how is this truly impacting the very foundations of the Marketing organisation? What must be done to ensure brands leverage AI to their benefit, and not be left behind in a hyper-personalised consumer space where speed, efficiency and relevance is more important than ever before?

Building the right internal foundations is the first step.

Change, yes, but investing in cutting edge technologies is only half the battle. In order to truly make this stick, Marketing teams must rethink their end-to-end operations and invest in the right human capabilities, at scale. The most successful organisation who are reaping the rewards of AI typically dedicate 30% of their investments to cutting edge technologies or algorithms, and 70% to embedding AI into people, processes and agile ways of working.

By embedding innovation hubs as critical components of the Marketing Org make up, acting as the nerve centre, brands will be able to better prioritise and manage AI operations whilst drive best practices, with automated workflows and seamless handoffs between global and local teams.



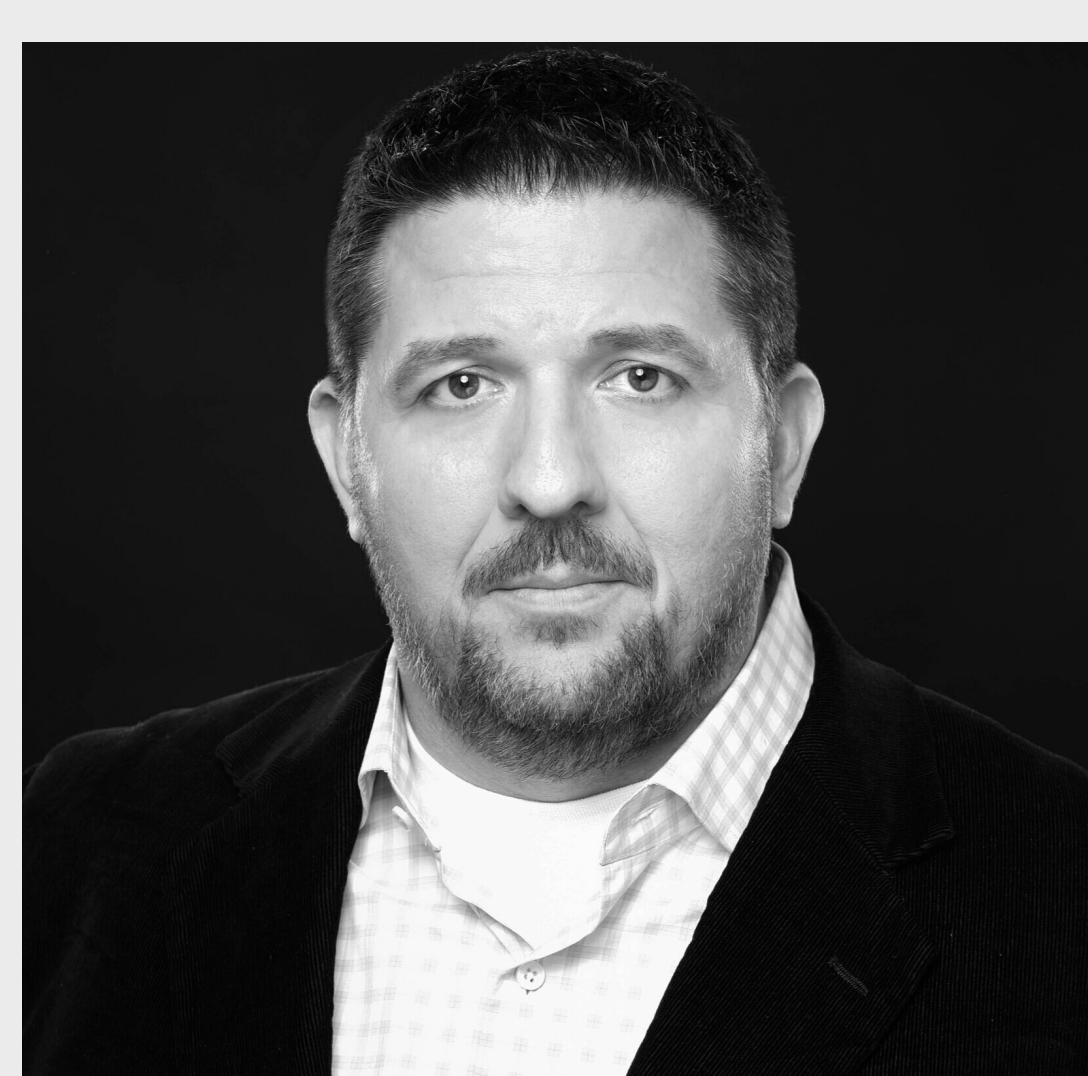
**Roundtable Chairs**



**Chloe Buckland**  
Marketing Director,  
Frog  
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**Florian Coste**  
Senior Manager,  
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**Michael Harrison**  
Managing Partner,  
Winterberry Group  
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Chloe leads our Luxury & Cosmetics sector both in the UK, and with a Global footprint. She has over 10 years experience working in the Consumer Products sector, starting her career at Unilever before transitioning to frog.

Florian is a Digital Marketing professional with over 9 years experience leading global Marketing delivery centers across CPG, Pharmaceuticals & Automotive. At frog, Florian leads the Content Scaling & Optimisation offering and our Giving Back initiatives.

Michael Harrison has over 20 years of experience and a proven track record for developing and implementing strategies that deliver rapid business outcomes. Strong foundation in technology, data, analytics, digital media, e-commerce across retail, financial services, automotive, consumer package goods, travel & entertainment, and not-for-profit.