

Keynote Address

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MMA India Board Chair

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AI in Marketing: Harnessing the Next Technological Shift for Strategic Advantage



AI in Marketing: Harnessing the Next Technological Shift for Strategic Advantage



‘Driving Gen AI Discovery & Adoption: Top 10 Gen AI FAQs – Answered!’

Resource	Description
<u>Decoding AI for Marketing w/ Greg Stuart & Rex Briggs:</u>	Demystifying AI’s intricacies, enabling hands-on applicable marketing approaches from leaders in marketing.
<u>Building Better CMOs:</u>	An in-depth view on marketing from the POV of CMOs.
<u>MMA’s Decoding AI for Marketers Training Series:</u>	Foundational training series that gets marketers hands-on with Generative AI
<u>AI Leadership Coalition (ALC):</u>	AI Learning library for on-demand video, research & insights.
<u>Consortium for AI Personalization (CAP):</u>	Boosting Advertising Effectiveness Using AI-Driven Personalization

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