



Keynote Address

Amit Jain

MMA India Board Chair 21st May, 2024

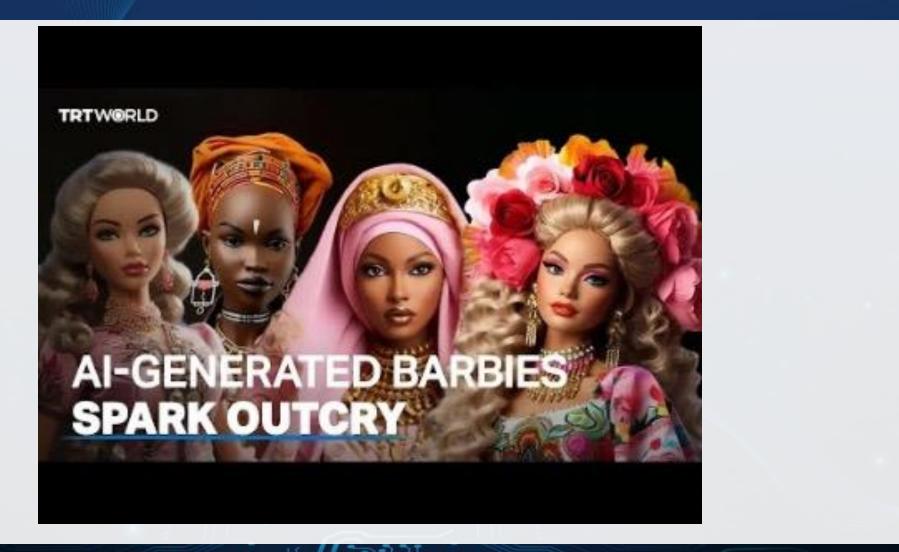


AI in Marketing: Harnessing the Next Technological Shift for Strategic Advantage





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





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

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



'Driving Gen Al Discovery & Adoption: Top 10 Gen Al FAQs – Answered!'



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