

AI - FROM EXPERIMENTATION TO ADOPTION

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- I am a Growth Marketer with over 9 years of international experience in digital marketing & CRM
- I currently work as an AI Marketer at Uber
- I'm based in Amsterdam, Netherlands
- I'm a 3 time 30 Under 30 marketing award winner
- I've taught over 15,000+ marketing enthusiasts in my career so far

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STRUCTURE

- AI Experiments
- Process optimization
- Innovation
- SOPs & guardrails
- QnA

AI EXPERIMENTS

- Hundreds of ideas, dozens of prototypes, few successes
- Biggest mistakes teams make - trying to do it all
- FOMO

PROCESS OPTIMIZATION

- Finding repetitive, high-volume tasks
 - Identify company bottlenecks
 - Move from isolated prompts to repeatable workflows
 - Measuring ROI
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- **Example:** Segments in marketing to Real time CRM Engine

INNOVATION

- Once efficiency is solved, where AI creates new value
- AI-native products/features
- Customer experience improvements
- New business opportunities open - Scale unlocks

Example: Autonomous CRM marketing engine

Monitor > Segment > Select channel > Write copy > trigger > Assess

S.O.P & GUARDRAILS

- Why most pilots die here
- Documentation
- Ownership
- Prompt libraries
- Evaluation frameworks
- Security, privacy, compliance
- Human-in-the-loop
- Training and adoption

QUESTIONS?