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FIN.TECH MARKETING COMMUNITY ROUNDTABLE NOTES

Theme: How to Future-Proof Talent and Strategies for Upskilling & Reskilling
Date: 02 July 2026
Location: London, United Kingdom

Fin.Tech Marketers: Future-Proofing Together

What an incredible energy we felt at our London roundtable on 02 July 2026! It was wonderful to see so many familiar and new faces. Together, we dived deep into one of the most pressing challenges of our era: **How to Future-Proof Talent and Strategies for Upskilling & Reskilling.** As a community, our strength lies in our ability to navigate change hand-in-hand. True to our core mission, this session was all about **sharing** our struggles, **learning** from each other's experiments, and figuring out how we can **accelerate** our growth to **succeed** in an AI-driven landscape.

If you missed the session or just want a quick refresher, here is the collective wisdom we mapped out together.

1. Learning & Development: Moving in All Directions

We all agree that the old, top-down training model is history. To build resilient Fin.Tech marketing teams, we need to foster a culture of multi-directional learning.

- **Peer-to-Peer Empowerment:** Let’s lean into "Friday Knowledge Sessions" and cross-department shadowing. When our team members learn from other functions and present their findings back, everybody wins.
- **Engaging Next-Gen Talent:** When training Gen Z and Millennials, gamification is key. We must clearly answer the "so what?" by connecting daily learning to a compelling, long-term career vision.
- **Proactive Coaching:** We need to encourage a shift where team members bring solutions, not just problems. Let’s also empower our junior talent to challenge seniors—they are the ones bringing fresh, innovative tech perspectives to the table!

2. AI Strategy: Culture & Safety First

Integrating AI isn't just about choosing the right software; it's a profound shift in mindset.

- **Intentional Adoption:** We can't afford the "ostrich mentality." We need to actively break old habits and set clear guardrails on when to use AI and when to rely on the human touch. Together, we must strategically evaluate when to build proprietary Fin.Tech AI tools versus when to buy existing software.
- **Psychological Safety:** Change can be scary. We need to openly communicate reassurance: *AI isn't taking your job, it's elevating it.* Creating informal, accessible formats like drop-in sessions can help bridge the generational divide and ease anxiety.

3. Closing the Skills Gap

The widespread adoption of AI is changing the organizational matrix, particularly creating a gap at the traditional entry-level stage.

- **The Rise of AI SMEs:** On the agency side, we are already seeing the rise of AI-enabled, prompt-writing Subject Matter Experts.
- **Proactive Skill Mapping:** We must actively audit our current and future skills gaps. Marketing teams need to become multi-functional, self-directed learners—often absorbing cutting-edge strategies by collaborating closely with agile external agencies.
- **Early Intervention Pays Off:** Those of us who embrace this early see the biggest rewards. Think about implementing a dedicated, one-hour weekly session led by an AI Officer to keep both internal teams and external clients ahead of the curve.

4. Balancing Human Culture with Remote Realities

While we accelerate our tech adoption, we cannot lose sight of our mental well-being and human connection.

- **Matching Budget to Ambition:** A forward-thinking culture starts at the top, but leadership must back lofty upskilling expectations with real budget allocations.
- **Combating Burnout:** With endless tools at our fingertips, information overload is real. We need to solve for engagement while fiercely protecting our teams from burnout.
- **The Remote vs. In-Person Balance:** Remote work has undeniably strained the organic development of vital soft skills. Early-career talent learns by absorbing the environment around them. We need to intentionally design spaces—whether physical or highly collaborative digital ones—where they can listen, learn, and grow.

Celebrating Our Wins

Let’s take a moment to **celebrate** the incredible resilience of this community. Navigating the intersection of finance, technology, and marketing isn't easy, but by opening up our playbooks and sharing our strategies, we are ensuring that no one gets left behind.

Looking Ahead

Mark your calendars! Our next Fin.Tech Marketing Community Roundtable is locked in for **26 November 2026** right here in **London**. We will be diving into fresh strategies to finish the year strong and set up 2027 for massive success.

Let's keep the conversation going over on our community Slack. What upskilling initiative has worked best for your team this quarter?

Until next time, keep pushing boundaries.

Always Fin.Tech.

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