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What We Learned in London: AI Has Moved Past the Hype

Fin.Tech Marketing Community Roundtable, 17 March 2026

The Fin.Tech Marketing Community met in London on 17 March to talk about the thing everyone's been circling: AI. Where it's working, where it's overhyped, and what it actually means for how marketing teams operate day-to-day.

The short version: we're past the experimentation phase. The conversation has moved from "should we use AI?" to "how do we wire it into the way we already work?" Here's what came out of the room.

The Big Themes

AI isn't just a reporting tool anymore. Several panelists described a shift from dashboards that tell you what happened to tools that recommend what to do next. The winners in martech and salestech will be the teams that connect their tools well enough to act on those recommendations automatically, not just read them.

One of the most practical ideas: real-time AI translation to keep global campaigns consistent. If your English-language markets get personalized messaging and your non-English markets get a delayed, diluted version, you've created an uneven customer experience. AI can close that gap now.

The other consensus point: disconnected tools are the biggest drag on execution. When your data lives in five different systems that don't talk to each other, even the best AI can't help much. Getting the plumbing right matters more than picking the flashiest new tool.

And personalization is getting real. We're moving from segment-based targeting to individual-level engagement, though that raises new questions about brand governance when every message is slightly different.

From the Speakers: Virginie O'Shea and Harjeet Singh

Virginie O'Shea: Where AI Helps (and Where It Doesn't)

Virginie's main point: AI handles volume, but humans still provide the judgment and creativity. She warned against letting AI generate thought leadership wholesale. Use it to speed up research, organize inputs, and handle repetitive tasks. Keep the thinking human.

A few specifics she flagged: NotebookLM (built on Gemini) is proving useful for RFI responses. AI can now monitor every customer support call to spot patterns, which used to require dedicated analysts. And in fintech specifically, smaller language models trained on company-specific data are outperforming the big general-purpose ones.

She also mentioned "vibe coding," where teams build custom internal tools in 8 to 12 weeks, with junior staff picking up these skills fast.

Harjeet Singh: Building AI into the Organization

Harjeet described a three-layer approach his team uses. First, operational: speeding up day-to-day tasks. Second, internal (he calls it "the Dojo"): secure, company-specific AI engines like Glean or Copilot that know the business without risking data security. Third, customer-facing: targeted chatbots for high-intent website visitors.

Two things stood out. He's using AI to build synthetic personas from external data sources (like GWI) to test messaging before spending anything on a campaign. And his SDR team is using Clay and SalesLoft to do prospecting research and personalized outreach at a level that wasn't possible a year ago.

What Comes Next

If you walked away with one thing from this roundtable, it's this: AI is changing how marketing decisions get made, how teams are structured, and how we deliver consistent, personalized experiences across markets. The shift is structural, not cosmetic.

The community will be putting together AI playbooks, running vendor demo sessions, and sharing peer case studies over the coming months. If you've already started building AI into your workflow, we want to hear what's working.

Share your AI use case with the community and help someone skip the trial-and-error phase you went through.

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