

FIN.TECH MARKETING COMMUNITY ROUNDTABLE SUMMARY NOTES

Date: 05 November 2025

Location: New York

Transforming the Marketing Stack: How AI and Data Are Rewriting the Rules of Growth

Insights from Cora Creed, New York Roundtable on “Scaling Smarter: Marketing’s Role in Driving Growth, Strategic Value & the AI Advantage”

Artificial intelligence is reshaping how marketing organizations operate — not just in how we communicate with customers, but in how we build, train, and protect the systems that drive those conversations. As AI becomes deeply embedded in every layer of the marketing stack, leaders are facing a new challenge: how to balance innovation with safety, automation with authenticity, and scale with strategy.

At our recent **New York roundtable**, **Cora Creed** shared how marketing teams can navigate this evolving landscape and prepare for what’s next.

The AI Shift: Building Smarter, Safer Marketing Environments

Large enterprises are moving quickly to develop **proprietary AI tools** for their employees — closed-loop systems designed to ensure data privacy, compliance, and security. Some of these tools operate internally only, while others safely interact with external data sources to enrich insights.

Meanwhile, **smaller and mid-sized companies** face a different reality. Many rely on **off-the-shelf AI platforms** with limited governance frameworks.

The accessibility of these tools brings opportunity — but also risk. Without clear usage policies or oversight, data privacy, brand safety, and ethical use can easily become vulnerabilities.

Across both groups, one truth remains constant:

“A human still needs to be in the loop.”

AI can automate, analyze, and accelerate, but human oversight ensures alignment with brand values, compliance standards, and strategic goals.

From Insight to Action: How AI Is Expanding the Marketing Stack

The power of AI lies in its ability to **repurpose and amplify existing content and intelligence**. A single piece of thought leadership can now be transformed into a podcast, email series, video clips, or social content — all through AI-assisted tools.

AI is also transforming **sales enablement and lead generation**. From predictive analytics that identify high-intent buyers to AI sales agents that engage prospects and trigger workflows, marketers are using automation to strengthen the entire customer journey.

Yet, as technology evolves, so must the people behind it. Teams that thrive in this new environment will be those that **upskill and adapt**, blending human creativity with technical fluency. “Current employees need to upskill, and new hires must bring AI literacy to the table,” Cora emphasized.

Regulation on the Horizon: Preparing for the EU AI Act

As global regulations tighten, marketing teams will need to take compliance as seriously as creativity. The **upcoming EU AI Act** — the world’s first comprehensive framework governing artificial intelligence — will affect how organizations collect, manage, and apply data.

For marketers, this means building **transparent and accountable AI ecosystems**, ensuring that data inputs, algorithms, and outputs meet ethical and legal standards. The companies that prepare now will have a distinct advantage when these rules take effect.

Looking Ahead to 2026: Budget Priorities & GTM Strategy

When asked where she’s focusing her **budget priorities for 2026**, Cora outlined a strategy centered on **experience, intelligence, and enablement** — blending human connection with data-driven precision.

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1. Create Memorable Experiences

- Host **in-person events** that foster deeper customer relationships
- Develop **intimate, curated gatherings** for both new and existing business — where conversation replaces presentations and trust drives opportunity

2. Upskill and Empower Teams

- Invest in **AI training programs** to future-proof talent
- Encourage cross-functional learning so teams can apply data insights across marketing, sales, and product

3. Drive Performance Through Data Intelligence

- Use analytics to measure marketing's influence across every touchpoint
- Build a **unified data view** that connects content engagement, sales impact, and customer behavior

4. Amplify Reach with Strategic Partnerships

- **Leverage third-party and sponsored content** to reach audiences with credibility and precision
- Focus on **targeted digital advertising** — quality placements over quantity

Scaling Smarter

Cora's perspective reflects a broader truth emerging across industries: AI is not just a technology shift — it's a business transformation. As organizations evolve their marketing stacks, success will depend on striking the right balance between automation and authenticity.

Those who **scale smarter** — using AI to enhance human intelligence, not replace it — will lead the way in shaping a new era of data-driven, experience-led growth.