

From: Javier Ruiz Martin (VP)
 To: Marketing staff
 Subject: Supporting your work by embracing AI

Dear Marketing fellows,

I hope this message finds you well. I would like to clarify the AI concern arising from the last Zoom meeting. I want to assure you that AI is not here to replace your job but to boost it. I am thrilled to improve sustainability and quality by working with a next-generation AI-supported Marketing team.

To achieve this goal, we are not going to fire anyone but arm everyone to work effectively with AI. Similar to how JPMorgan Chase & Co. uses AI in time-intensive tasks of financial document interpretation and analysis, relieving human experts to focus on more strategical decision-making stuff. We encourage you to utilize AI to automate repetitive tasks and gain deeper insights of the real-world market by spending more time on strategic and creative work.

As the gap between worker's skills and future business needs gets bigger, our commitment is to help everyone transition from doing to thinking. You are exclusive stars in Marketing, and it is a great chance for you to upskill and understand these powerful tools. AI is becoming a standard in every industry, and working efficiently with it will qualify you to be shining leaders in whatever fields you choose to pursue.

We will hold a general training in two weeks for everyone, and one experimental training will be conducted on Laura Navarro with specific Copywriter AI, then scale up. This is just the first step we take to embrace AI. A lot of follow-ups will be based on your feedbacks. We are looking forward for your coming.

We value everyone's precious contributions. All we want to do is posing an improvement but not a threat. If you still have any concerns or opinions on how our team can be benefit from AI, please feel free to reach out to me.

Best,
 Javier Ruiz Martin
 VP of Marketing
 Iberian Institute of Technology

From: Javier Ruiz Martin (VP)

To: Elena Carmona Vidal (Provost)

Subject: Proposal on incorporating Marketing staff with supportive AI

Dear Elena Carmona Vidal,

I hope this message finds you well. Recently, I have been exploring ways to combine sustainable operations and cost containment to drive growth and success. I wanted to propose my perspective on incorporating AI with our Marketing team to achieve the combination and seek your guidance to carry on smoothly.

To keep alignment with sustainable operations, I suppose that involving AI into our marketing cooperation could enhance our long-term capabilities. AI is good at automating repetitive tasks and providing data-driven insights, allowing our team to focus more on work that requires strategic thinking and relationship-building, like setting up new connections to expand our brand presence, rather than tedious and less challenging tasks.

Leveraging academic resources at IIT will be promising for both cost saving AI training and expanding our community influence. I plan to invite professors in the AI field at IIT to give hands-on AI general training in a lecture-discussion format. IIT students will be invited to attend for free and we can have close contact with our end users to acquire valuable feedbacks.

However, given the broad anxiety of job elimination by AI, I feel a little concern related to job security and the ethical implications. I propose an approach with different stages where we start with experimental training on Laura Navarro by using AI to do specific tasks, accompanied by general training for all our staff. Through this way, everything will be innovative to make impact yet controllable to make adjustments before scaling it up to all positions.

I believe this approach would help us achieve sustainable operation by freeing up our team to work efficiently, while also containing costs by using IIT's academic resources. Besides, by involving IIT students in AI training, instant feedback will be available to iterate our new website design.

I look forward to your advice and am confident that with your support, we will incorporate AI to benefit all of staff and stakeholders. If you have any questions or ideas, I am open to further thoughts.

Best,
Javier Ruiz Martin
VP of Marketing
Iberian Institute of Technology