

## AI Transformation Program Definition



The Marketing Transformation Program is a multi-track initiative designed to deliver immediate improvements while shaping a scalable, AI-enabled future-state operating model for marketing.

### Near-Term Impact

Seven foundational workstreams have been established to capture what's already in flight, formalize scope, and deliver early value:

1. Content Operations
2. Content Creation
3. Lead Management
4. Campaign Development
5. Customer Segmentation & Strategy
6. Messaging & Positioning
7. Analytics

### Long-Term Transformation

In parallel, a leadership-aligned track will focus on defining the long-term (2-3 year) strategy and AI-enabled operating model for the future of marketing.

This will include articulating a clear vision, operating principles, and strategy to enable future capabilities that ensure scalability, integration, and sustained value. This will shape future investments, workstream evolution, and enterprise alignment