

# [Future of Work] The Work of Marketing: How to Transform & Align Marketing Teams to be Future-Oriented & Digital-Ready



**JEFFREY PE BENITO**

Digital Marketing Director  
Vertiv.com  
*[Lead Panellist]*



**EMMANUEL CRUZ**

Head of Ecommerce  
Mondelez Philippines



**SAMANTHA MANUEL**

Group Director, Digital Marketing  
& Reputation Management  
Megaworld Hotels & Resorts



**MARX BENEDICT SO**

Associate Director, Digital &  
Commercial Insights  
Mega Prime Foods



**THARAH JANE LACTAO CHIN**

Chief Marketing Officer  
PHINMA Education

THE MARTECH  
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**MANILA**

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# slido



Since December 2022, has your company dabbled in large language models and generative AI like ChatGPT and Gemini for work?

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## Question 1

**Pandemic pushing digital shift - did you experience an acceleration of the shift to digital during the pandemic? How did your company manage upskilling for the period?**



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## Question 2

**Let's fast forward to December 2022 and the rise of ChatGPT - Are your teams working differently now compared to before the rise of generative AI? Which fields or marketing departments have changed the most?**





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### Question 3

**Is there a way you know whether your teams are matched to a technology, like large language models and generative AI for, say, search engine optimization or eCommerce content creation?**



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### Question 3

**Upskilling trends - do you have general or specific advice for our audience around upskilling in 2024? Are there any specific fields that you feel have changed significantly in the past 3-5 years?**





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Q & A