

Panel Discussion | **[Digital Transformation]**  
Leading Digital Transformation:  
Strategic Innovations in Marketing amid AI Revolution



**TONY WILLIAM  
KONGSOMBAT**

Vice President,  
Marketing Innovation &  
Data Intelligence  
**The Mall Group**



**NATHDANAI  
KWANSIRIPAT**

Assistant  
Managing Director  
**Nimble by Krungsri**



*Moderator*

**DAVID BYRON  
JOHNSON**

Head of Strategy  
**Havas**

**slido**

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**Is AI making our lives better or worse?**

**i** Start presenting to display the poll results on this slide.



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## Question 1

**Why does digital transformation within an organisation so difficult and challenging?**



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## Question 2

**How to keep digital experience align with the customer  
experience and expectation?**



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### Question 3

## AI Innovation and adoption – challenges and opportunities



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## Question 4

**What does it look like for digital customer experience amid  
AI revolution in 3-5 years' time?**



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Key Takeaway



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