



Fireside Chat | [Digital Transformation]

Crafting a Vision for Marketing Innovation in the Age of AI



**CHAIRELL WINSTON
ALMENDRAS**

Vice President, Head of
Institutional Brand Management
& Digital Division
**Bank of the Philippine Islands
(BPI)**



FRANK VIBAR

Chief Information Technology
Officer
**Asian Hospital and Medical
Center**



BOB DOLINA

Chief Marketing Officer
Diliman Doctors Hospital
[Moderator]



How would you describe your organization's current stage in digital transformation?

Sponsored by:



THE MARTECH
SUMMIT
MANILA

Fireside Chat | [Digital Transformation] Crafting a Vision for Marketing Innovation in the Age of AI

Question 1

How has your understanding of digital transformation evolved over time, and what triggered the biggest mindset shift?



Q&A

Sponsored by:



Globe BUSINESS



Rakuten Viber
for business



THE MARTECH
SUMMIT
MANILA

Fireside Chat | [Digital Transformation] Crafting a Vision for Marketing Innovation
in the Age of AI

Question 2

How do you measure success beyond traditional ROI, what cultural or behavioral shifts tell you transformation is taking root?



Q&A

#TheMarTechSummit

Sponsored by:



Globe BUSINESS



Rakuten Viber
for business



THE MARTECH
SUMMIT
MANILA

Fireside Chat | [Digital Transformation] Crafting a Vision for Marketing Innovation
in the Age of AI

Question 3

What's Your Vision for the Future of AI-Powered Marketing? How are you balancing emerging AI opportunities with a human-centered marketing vision?



Q&A

#TheMarTechSummit