THE MARTECH SUMMIT | LONDON

PLENARY

AI & Organisation Transformation

AI is Changing Faster than your Org Chart





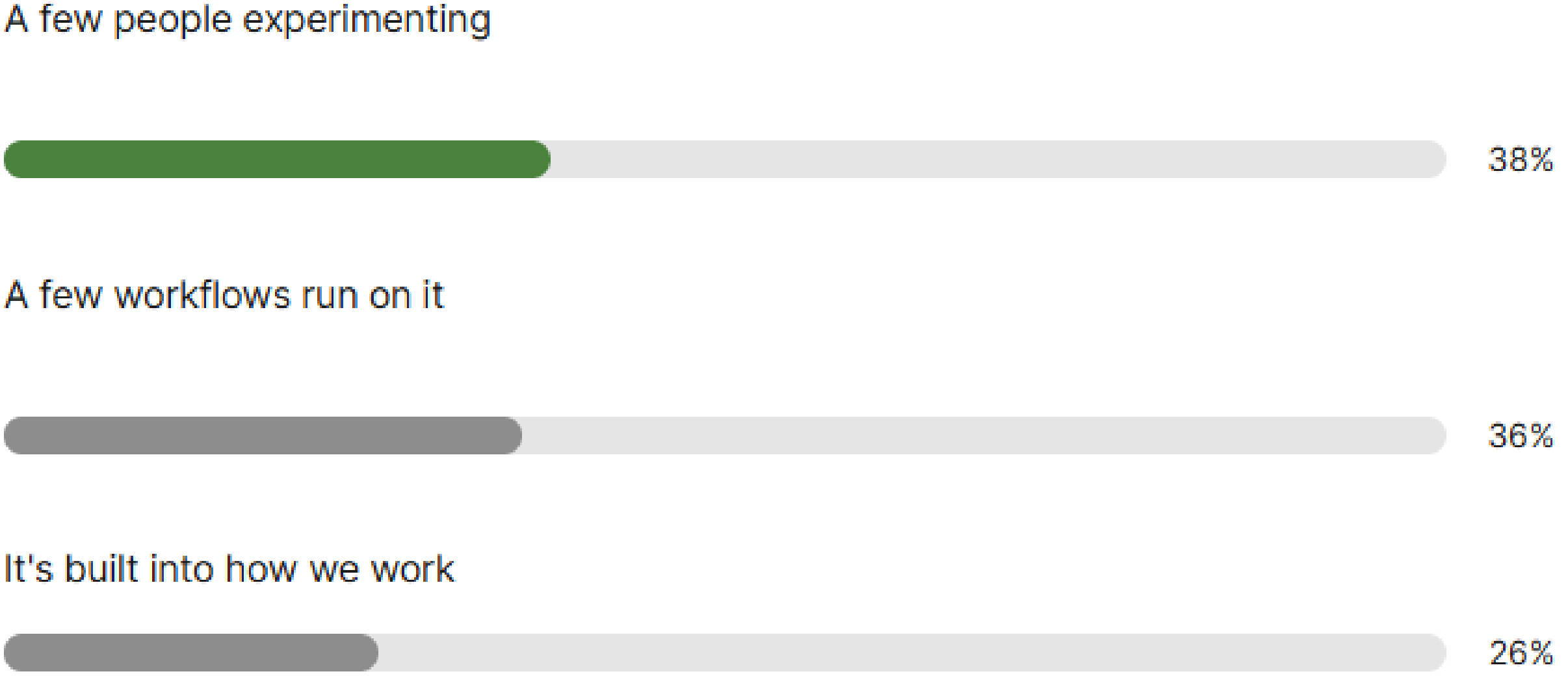
DAVE RITCHIE
Head of Marketing Engagement
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AI GTM Lead
Optimizely

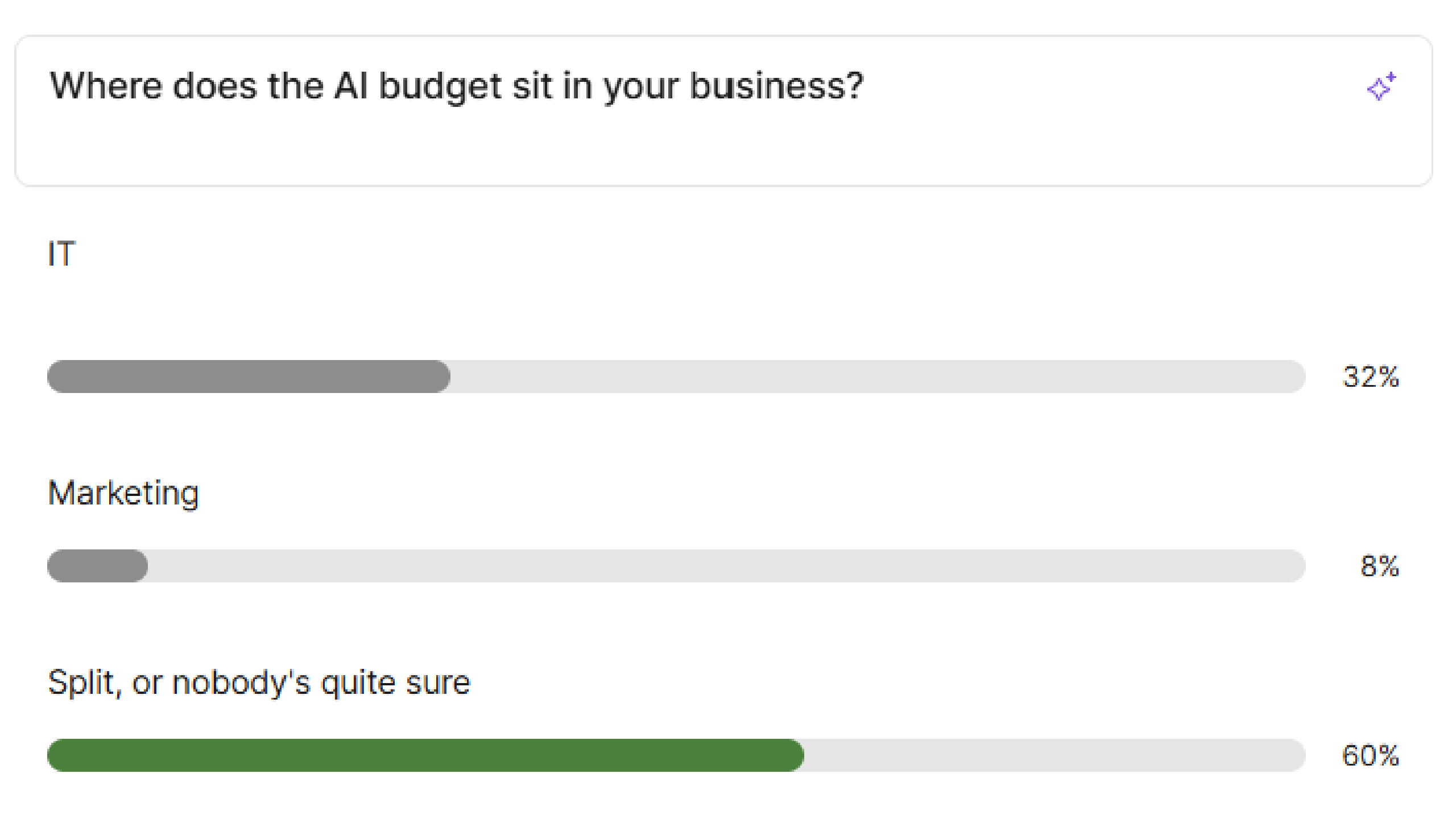
AI Is Changing Faster Than Your Org Chart

Optimizely

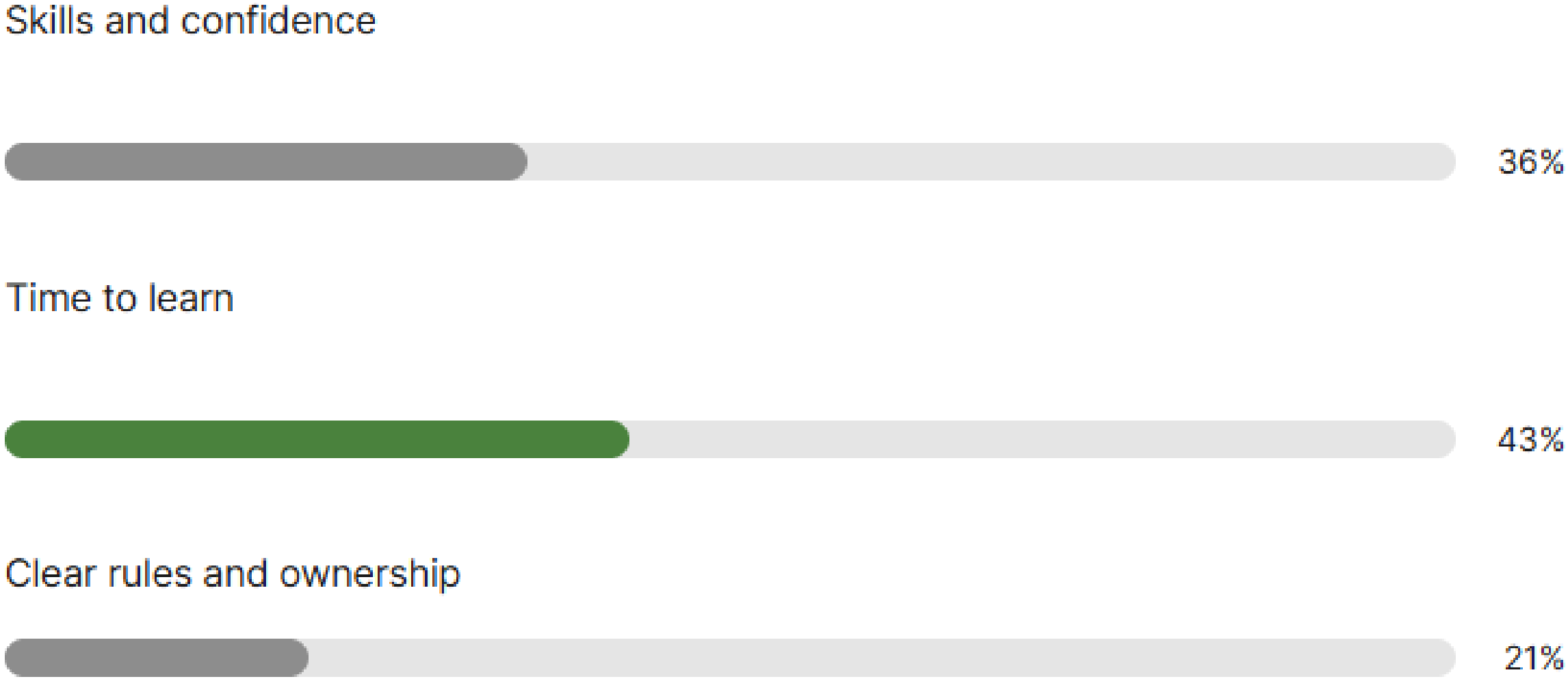
Where is your team with AI right now?



Where does the AI budget sit in your business?



What's holding your team back most?



Optimizely

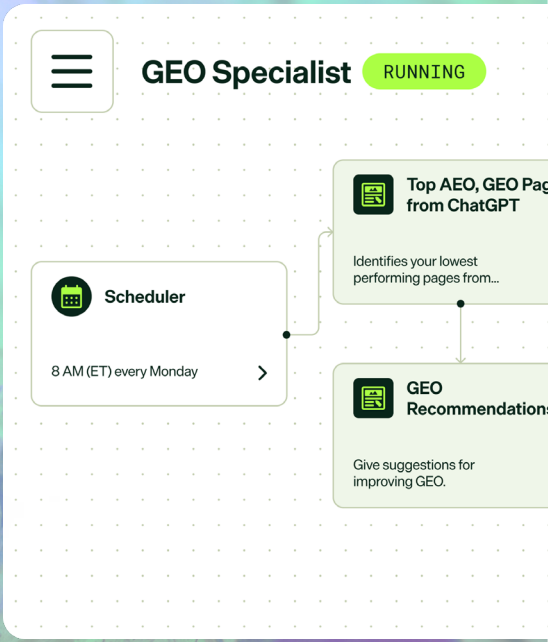
Agent Platform

The no-code agent orchestration platform for enterprise marketing teams.

Create, manage, and govern AI that helps you do the impossible.

78.7% more experiments run | **53.7%** faster campaign execution | **65%** capacity reclaimed

Source: Optimizely AI Impact Report, 2026



What can you do with Agent Platform?

Need a compliance check? Agents got you. Have questions about your conversion rates? Ping your Marketing Analyst Virtual Teammate. Dreading repetitive tasks? Agents automate. The outcome? You have an infinitely scalable workforce.

Build-your-own agents

Deploy pre-built agents or create your own for specific use cases with an intuitive, no-code interface.

Connect your stack

Equip agents with advanced tools and remote MCPs to fetch data, trigger workflows, and get work done.

Workflow orchestration

Sequence agents together to complete complex tasks in a simple drag-and-drop workflow builder.

Hire Virtual Teammates

Increase your team's capacity with proactive, collaborative AI teammates that keep work moving 24/7.



What makes us different?

Built for enterprise

Robust guardrails, governance, and optimizations for safe and cost-effective AI usage.

Embedded

Agents and Virtual Teammates work natively in your workflows — no new login, no context switching.

Context-aware

Enriched with your data, brand, and compliance guidelines for best-in-class output.

Highly specialized

Purpose-built around use cases for marketing and digital teams.

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Safety and security questions? Learn more at: www.optimizely.com/trust-center/ai-ethics-policy/