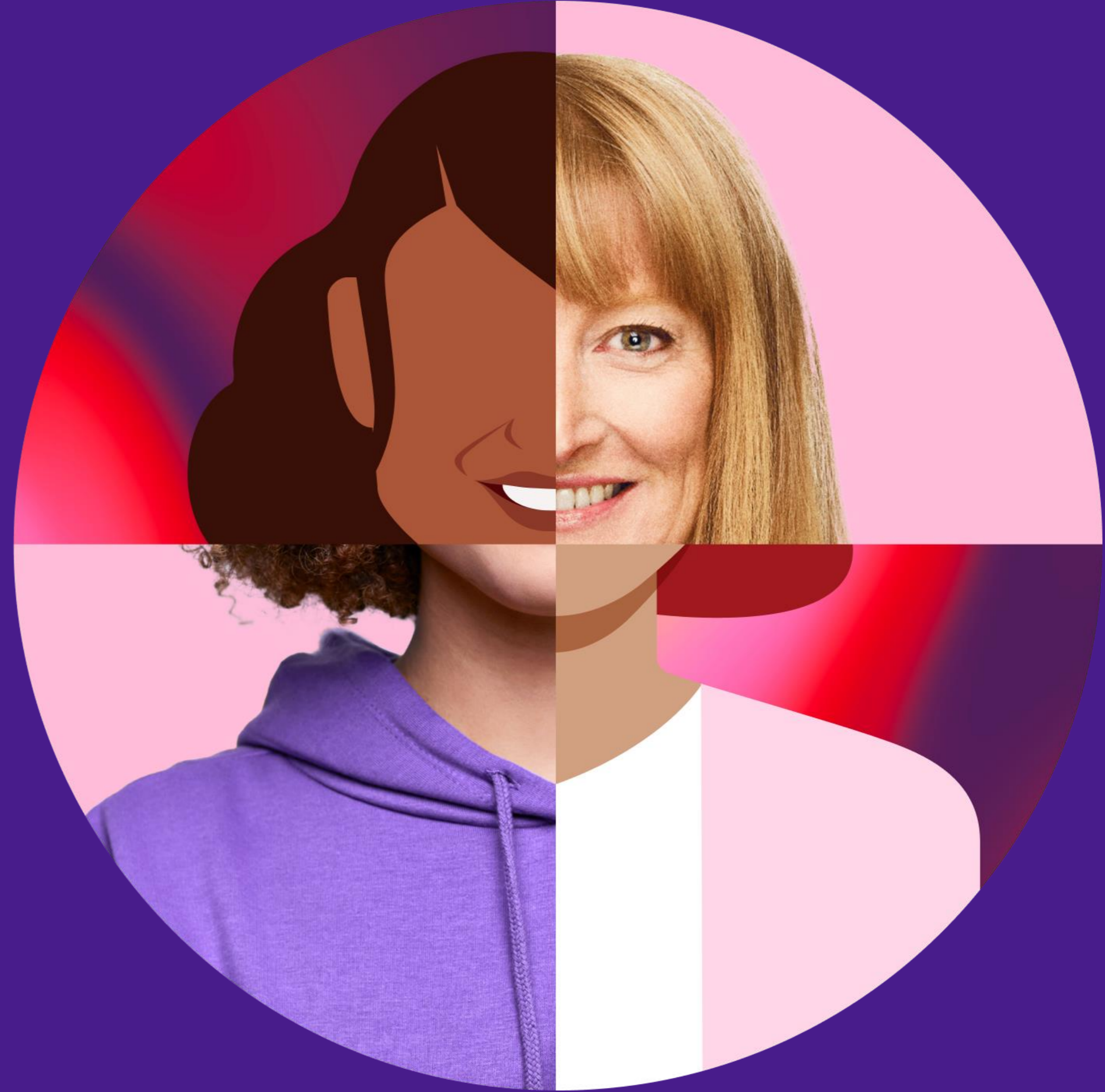


Handout

Women in Tech

The Rise of Agentic Marketing



Keynote

Inside IBM – The Transformation into Agentic Marketing



How to integrate agentic AI holistic into IBM’s complex marketing processes? Karsten Stracke, IBM iX, described the top-down use case development with punctuated AI usage is not the right solution. Instead the team started an end-to-end workflow transformation with great results:

- High adoption as solutions are mending pain points
- Clear overview of workflows to be transformed

Ann Figueroa, IBM iX, demonstrated an agent for event strategists that automates large parts of their work by generating an event briefing file. It removes the need to search folders, log into multiple systems or manually create files. The briefing provides insights and risk recommendations, saving significant time. A second agent, “Chat with your Event”, supports attendee questions and frees up organiser capacity.

Keynote

Verena Gründel, DMEXCO

Smarter Machines need bolder Humans



The keynote speaker, Verena Gründel, Director Brand & Communications at DMEXCO, encourages everyone to stay human in a world that is becoming increasingly automated. With a special perspective on marketing she defined three shifts driven by AI agents and offered an idea on how to react and what to do for future business. Her recommendation: be bold!

The key takeaways from her talk:

- Traffic is shifting from websites to AI agents
- AI agents challenge the online shop
- AI agents demand a skill shift: from content, copywriting, coding, reporting to strategic guidance, orchestration, consulting and prompting
- Human strengths as USP intuition, empathy, trust and creativity
- Take action and co-author the future of marketing

Our Panelists



**Lena Marquardt,
Lead Retail Media Intelligence &
Analytics, Douglas Marketing
Solutions**



**Oksana Kulikova,
Global Head of Marketing
Automation & CDP, Metro AG**



**Jessica Dannemann,
Chief Partnership Officer,
Optimizely**

Panel Discussion

Job Revolution – Which Marketing Professions will AI Transform?



The panel explored the shift from generative AI to agentic AI and its impact on marketing roles – also in a humorous way: agents being the team that doesn't argue.

All speakers agreed that AI is already embedded in daily workflows, primarily automating execution and scaling complexity. While AI agents will transform content, analytics and campaign operations, accountability, brand voice and strategic judgment remain human responsibilities. The future marketer evolves from executor to orchestrator, advisor and brand guardian.

Here are the key takeaways from the discussion:

- Marketing is moving from chatbots to autonomous AI agents running in the background
- Execution work is automated; human value shifts to strategy and judgement
- AI can run campaigns – humans own the brand
- Roles evolve from doing work to orchestrating systems. Creativity prevails.
- The future marketer is bold, human and accountable

Interactive Workshop

How to GEO?



The workshop explored how Generative Engine Optimisation (GEO) is reshaping digital experiences in an era where the next “customer” may no longer be human, but an autonomous agent. A key part focused on the practical challenges of preparing for GEO. IBM iX demonstrated an analysis tool that helps assess how well digital content is prepared for generative engines.

Here are the key takeaways:

- Websites are losing relevance compared to product pages: Detailed, structured product pages increasingly outperform generic website content
- Capabilities matter more than tactics: GEO readiness requires new skills across content, data, architecture, and governance
- Now is the time to experiment: Early testing, tooling and measurement help organisations build confidence before agent-driven interactions become mainstream

Interactive Workshop

Agentic Marketing Yourself!



The workshop focused on designing your visibility like an AI agent – in the realm of everyone everywhere always. Aslihan Yilmaz-Hauck emphasised the meaning of setting yourself the right goals and using tools, design thinking methods as feedback loops for the perfect autonomy in future and the short set 7-day agentic vision. Her canvas enabled all participants to quickly enhance themselves to a whole team of marketers on their own behalf.

Here is a list of self defined 7-day agentic action:

- Create a 3-month “Just do it” self-promotion action plan
- Create a first draft of 6 TM Framework and present to my boss
- Create a self updating knowledge management system
- Value proposition to my goal role to be recognised internally
- Offer a paid consulting AI session

What's next?

Next Women in Tech Event in Berlin on 18 June!



Fill out the form for **feedback** and to **register as a speaker** for upcoming events.



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