



## FRANCESCO LAGUTAINE, CHIEF MARKETING OFFICER

For more than 20 years, I have been working at the intersection of where brand, marketing and customer experience meet. I'm passionate about ensuring that clients get an extraordinary experience that lives up to brand expectations in a meaningful way.

I think that creativity can be found in every part of a business – and that business leaders have a duty to build a culture that lets that creativity flourish.



Since the beginning, our mission has been to provide a range of financial services to the military community and their families. Along the way, we've also established ourselves as a destination employer for passionate people looking to serve those who are willing to give it their all.

Our mission is to stand with our members and be there for them and their families by facilitating their financial security. It starts with offering a range of highly competitive products, exceptional service, and trusted advice. But to be the military community's provider of choice also takes dedicated team members who share our core values of service, loyalty, honesty, and integrity.

## DEPARTMENT BREAKDOWN

### WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Corporate Digital Transformation Driving omni-revenue AI efficiencies and customer centric experiences to grow equity of the brand and leverage AI for improved targeting and personalization both in store and online.

### WHAT IS YOUR CURRENT TECHNOLOGY STACK?

SAP Adobe Bloomreach

### HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

1000+

### WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$25 to \$50 million

## PROJECT INSIGHTS

### PROJECT OR INITIATIVE DESCRIPTION

The most important initiative is driving an omni-channel experience across several retail brands by leveraging digital properties (web and app) along with in-store technology and determining how best to integrate AI into our day to day campaign execution in a way that is efficient, creative and personalized to the consumer. Integrating data and insights from across different channels and parts of the organization.

### WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Change management AI skill sets

### WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

AI partners Digital providers focused on in-store and online

### WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

6 - 12 months

### WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$20 million



**What technology/services are of strategic importance to you in the next 12 months?**

**Please indicate level of need/importance below.**

**We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.**

Moving to mobile first engagement	A
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	A
Personalization 2.0 - Leveraging GenAI to hyper personalize messaging	E
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	D
Getting Customer Experience Right: Personalized Omni Channel Journeys	C
Leveraging a CDP to increase LTV	B
Artificial and Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Content Creation utilizing GenAI	A
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	D
Omnichannel Digital Media Buying	D
Immersive Video Content	E
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	A
AI-Powered 1:1 Marketing At Scale	D
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	C
Creating Phygital Environments	C
Intelligent Navigation Powered By Customer Behavior	E
Omni-Channel Digital Experiences And Personalized Communications	A
Building Long-Term Emotional Customer Relationships Using AI	B
Driving Traffic Through Advanced Search, Content Amplification And Geo-Targeting Strategy	C