



## TAD GREENOUGH, CHIEF CREATIVE OFFICER

As the newly appointed Global Chief Creative Officer at Pernod Ricard, I oversee the creative development for our portfolio of brands which includes Absolut, Jameson, Altos, Malibu, and Kahlua to name a few. With over 30 years of experience in the marketing industry, I have a proven track record of delivering award-winning and effective campaigns that resonate with consumers and drive business growth.



Pernod Ricard is a convivial, responsible and successful global wine and spirits group and the #1 premium spirits organisation in the world. The Group represents 240 premium brands available in more than 160 countries. We are 18,500 exceptionally talented people worldwide with our own salesforce in 73 countries.

## DEPARTMENT BREAKDOWN

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

AI enablement for all content creators  
Operating efficiency  
Brand consistency

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Adobe, AWS, Microsoft, Segment/Twilio, Salesforce, Snowflake

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

150

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

€10 to €25 million

## PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

I co-lead our AI/ML Working Group for Global Marketing - we are seeking to enable every content creator with great Gen AI tools

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Risk management, customer success/rollout/training, model bias, managing hallucinations

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Anyone who has marketing-specific AI that beats generic LLMs; presentation automation; campaign automation

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

18 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

€1.2 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