



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.

How to future-proof your translation/localization programs with Gen AI	A
How to turn your website into a multilingual traffic engine with Gen AI	B
How to manage data privacy when it comes to Gen AI In translations	A