



Luxury Roundtable

WORLD'S LEADING NETWORK BY NAPEAN FOR LUXURY PROFESSIONALS, MARKETERS AND WEALTH MANAGERS

AI for Marketing: Deployment for Mundane-to- Complex Initiatives

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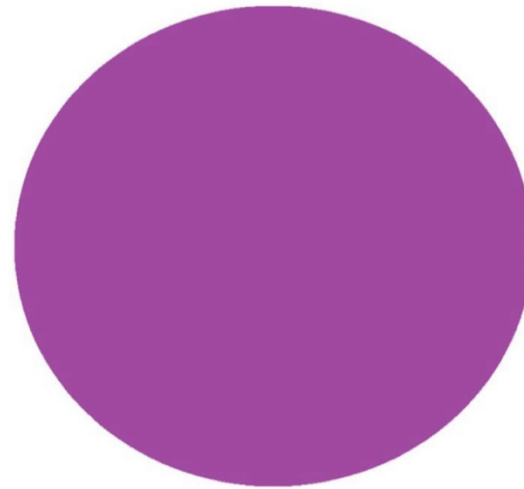
A few opening remarks



Welcome to 'AI for
Marketing: Deployment for
Gen

This is AI right now

Stuff I'm expected to know at work



@digital_chadvertising



Was taught in school



Was in the job description

Trend 1: Vibe Coding = No Code

notthatdavidberkowitz.com

⚠ Important Clarification Required

I'M **NOT** *THAT* DAVID BERKOWITZ

Yes, we share a name. No, I've never been to prison.

I'm the marketing strategist, AI expert, and author. Not the serial killer from the 1970s. This distinction matters more than you'd think.

Take The Quiz



See The Difference

And this usingaiformarketing.com

Non-Obvious Guide Series



★ Top Rated

The Non-Obvious Guide to Using AI for Marketing

How to Harness the Transformative Power of AI


 "Like having coffee with an expert"

By David Berkowitz


[Order Now on Amazon](#)

[Explore Chapters](#)

Vibe coding: Base44.com visit highcaliberai.com/lux

 LUXURY OUTLOOK SUMMIT
2026

RESOURCESAI TOOLSEXPERIENCEACTION PLANCONNECT →

 JANUARY 15, 2026 • NEW YORK CITY

AI in Marketing: Deployment for Mundane-to- Complex Initiatives

Artificial intelligence, be it generative AI or agentic, will soon be the blood that courses through marketing's veins.

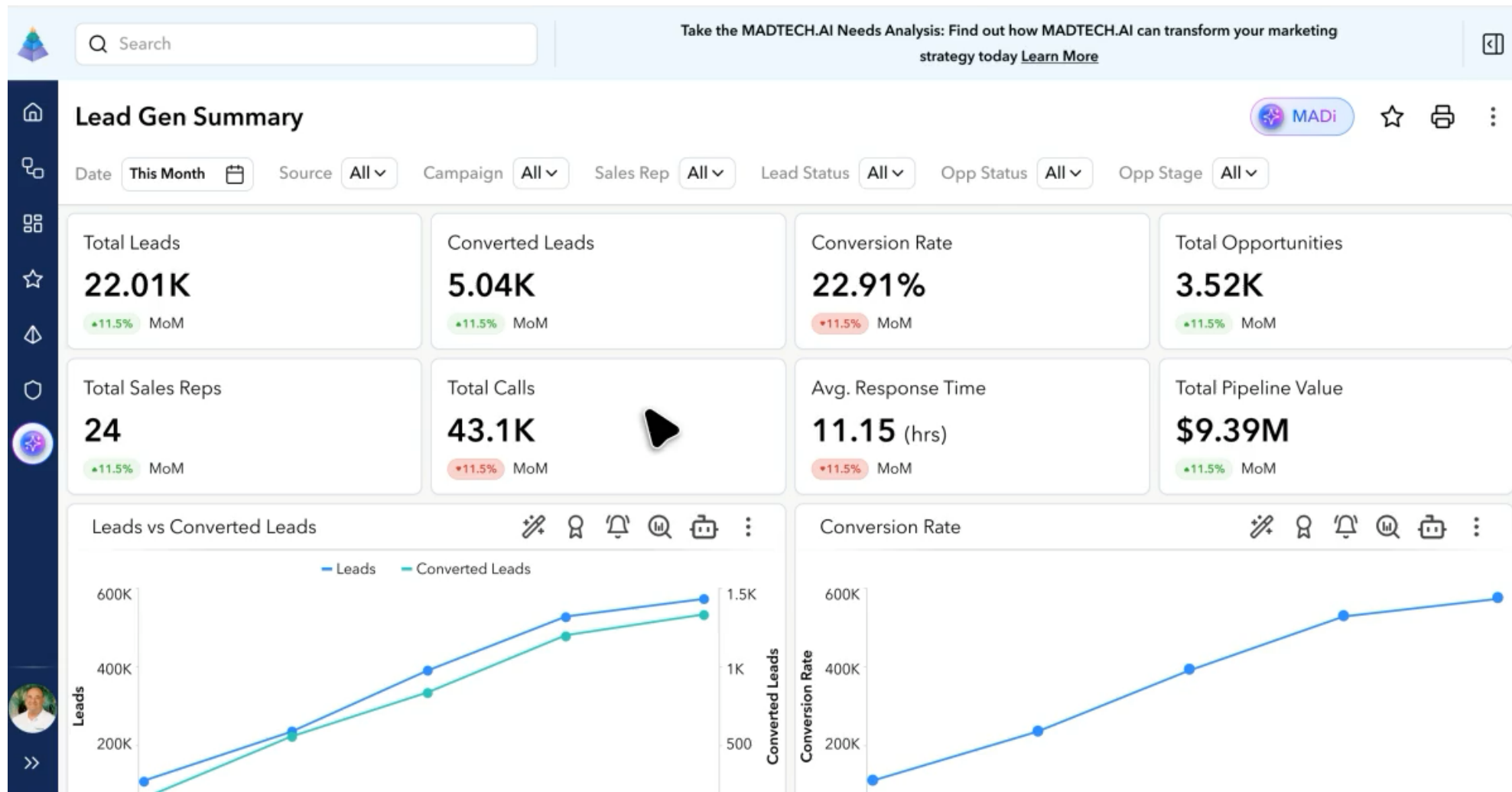
How can AI help marketing in its primary goal: creating awareness and desire for a product or service through targeted outreach to gain and retain customers? Discover how luxury professionals—agents, brokers, sales associates, managers, and leaders—can turn to AI for customization of content and creative, dynamic websites and apps, customer segmentation and targeting, database mining and marketing, and research and trend analysis.

EXPLORE RESOURCES →VIEW AI TOOLS



SCAN ME

Trend 2: Talk to Your Data



Happenstance.ai: Network analysis



David Berkowitz

2 hours ago



New



Share

Luxury marketers NYC

top luxury marketers in nyc



I've found 30 people.

You got it. I'm searching your 18853 1st degree connections (2147 from Gmail, 396 from Google Calendar, 4144 from Google Contacts, 12166 from LinkedIn) and the 798k connections of the 128 friends you've included in this search.

Show thinking ▾

+ Ask your network

Find more

Person

Score ▾

Thinking

Mutuals

Greg McConnell

mktg.ai

VP of Marketing and
Operations

Outlook +2



- Greg has significant experience with **luxury brands**, specifically Rolex, during his time at WPP and J. Walter Thompson Worldwide.
- He held senior leadership roles like **EVP, Managing Director** for Rolex at WPP and **SVP, Global Business Director**, indicating a track record of leadership and impact in luxury marketing.
- Greg has experience with **global brand experience** and client-side leadership, which could be valuable for luxury marketing.



+5

Emily H. Rudman

EMILIE HEATHE

Founder & CEO

Gmail +1



- Emily describes herself as an MBA in **Luxury Goods & Beauty** and is the Founder & CEO of EMILIE HEATHE, which she states is focused on **luxury goods and accessories**.
- As the **Founder & CEO** of a luxury goods and accessories company, Emily demonstrates leadership and impact in the luxury market. (2017 - Present)
- Emily is located in the **New York City Metropolitan Area**.
- Emily is an **Alumni Council Luxury Education Foundation** member, further highlighting her connection to the luxury industry.



Claire O'Hare

COH & Co.

Owner + Founder

Gmail +1



- Claire founded Livewell Design, a **direct-to-consumer luxury jewelry brand**, which she scaled to \$3.2M in sales before selling it.
- Claire scaled her luxury jewelry brand to **\$3.2M in sales**, maintained a 37% repeat purchase rate, and achieved CAC payback in under four months, demonstrating significant leadership and impact.
- Claire is located in the **New York City Metropolitan Area**.
- Claire has a strong background in **go-to-market strategies** and sales enablement, having built programs at Yahoo and Facebook, and now consults for growth-stage companies.



+2

AI is getting closer to turn insights into action for sales (CallSine)

STEP 1 — FIND



JAMES STRONG
VP SALES

in JAMES_S

JAMES@XYZ.AI



SAM WILICK
SALES LEAD

in SAM_W

SAM@ABC.COM




KEVIN HUANG
FOUNDER

in KEVIN_H

KEVIN@XYZ.COM

Automatically sources best-fit contacts

STEP 2 — RESEARCH



JAMES STRONG
VP SALES @ XYZ

✓ VERIFIED

in

SITUATION

LOOKING TO SCALE AND RAMP SDR..

CHALLENGES

DOESN'T HAVE ENOUGH TIME TO H..

NEEDS

NEEDS STRATEGY ON BUILDING SA..

OBSTACLES


DOESN'T WANT TO REPLACE THEIR..

Gets intel you'd usually spend hours collecting

STEP 3 — GENERATE

MESSAGING AGENT WRITING...

EMAIL



JAMES STRONG
VP SALES @ XYZ

✓ RESEARCH COMPLETE

PLAYBOOK

SALES TEAM TRAINING VALUE PROP

CASE STUDY

REFERENCE RELEVANT INDUSTRY

Personalized messaging generated automatically

STEP 4 — DEPLOY

EMAIL

0:00:00

Hi James,

I've just finished a report about the salaries of software engineers in LATM.

Would you like to have a look?

LINKEDIN

36 HOURS

Hi James,

I just wrapped up a report on software engineering salaries in LATAM. The talent pool here is world-class — even Google (a past client) has engineering hubs in the region.

Multi-channel orchestration with perfect timing

SYNTHETIC AUDIENCES: ASKRALLY.COM

Sampled 5 of 25 from Dubai Shoppers

Sample: 5

Random

Size: 5

Method: Random

This persona consists of individuals who engage in shopping activities in Dubai, spanning a diverse demogra...

AK SA SA AI YA



I'm thinking of opening an Aviator Nation store in the Burj Khalifa. How likely are you to shop there?

AK

Opening an Aviator Nation store in the Burj Khalifa would be such a bold move, and honestly, it might just work! The Burj is synonymous with luxury and high-end brands, and Aviator Nation has that laid-back, vintage vibe that's super trendy right now. I can already picture it: a bright, vibrant space that stands out against the sleek, modern architecture of the tower.

But then I think about the exclusivity factor. Would it cater to the local Dubai crowd who are into luxury, or will it attract the tourists who want a piece of that cool California lifestyle? If the store has unique pieces or exclusive collections only available there, it could definitely draw a crowd.

Also, as a fashion enthusiast, I'd love to see how they'd curate their displays and merchandise. I'm all in for the whole relaxed, beachy aesthetic, but it has to resonate with Dubai's high-fashion scene too. If they can blend both styles, that would be a win.

I'd shop there for sure, especially if they have some unique collaborations or event launches—maybe a pop-up or an exclusive launch party! Count me in, as long as they keep the prices somewhat reasonable. Sometimes, a catchy brand can get a bit too pricey, and I'd want to make sure it's worth the splurge!

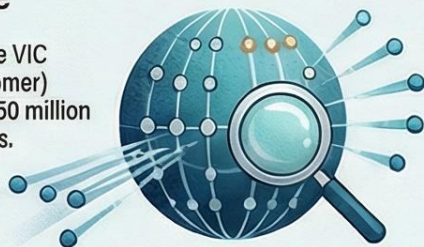
The New Luxury: AI Precision Meets Human Creativity

AI: The Precision Engine



Delivers Hyper-Personalization at Scale

AI can extend bespoke VIC (Very important Customer) experiences to over 350 million aspirational customers.



Automates for Efficiency

AI-powered CRM and automation can free up 50% of an advisor's time for client-facing activities.



50%
Time Saved






In Practice: Saks Global

Uses AI to subtly reorder its homepage, creating a personalized storefront for each visitor.

The Partnership in Action

A Balanced Approach is Key: Complementary Roles

Dimension	Human Creativity Excels At...	AI Precision Excels At...
 Emotion	Narrative, cultural nuance, and restraint	Pattern detection and relevance scoring
 Pace	Defining seasonal arcs and editorial rhythm	Real-time optimization and demand sensing
 Scale	Crafting one-off masterpieces	Asset versioning and localization at scale

The most successful brands blend AI's ability to optimize with human-led creative direction.

Human: The Creative Soul



Crafts Emotional Stories

AI can analyze data, but it cannot understand brand heritage, ritual, or symbolism.



Provides Irreplaceable Taste

While algorithms measure data, only a human designer can sense poise and make artful choices.



In Practice: Brunello Cucinelli

Features a bespoke AI assistant that answers questions in the brand's unique, human-defined voice.



Trend 3: AI Optimization (GEO / AEO)

Top Prompts - Detailed Report

28 Aug 2025 ▾ Daily ▾ 🇺🇸 United States ▾ All tags ▾ AI Search Engines: All ▾

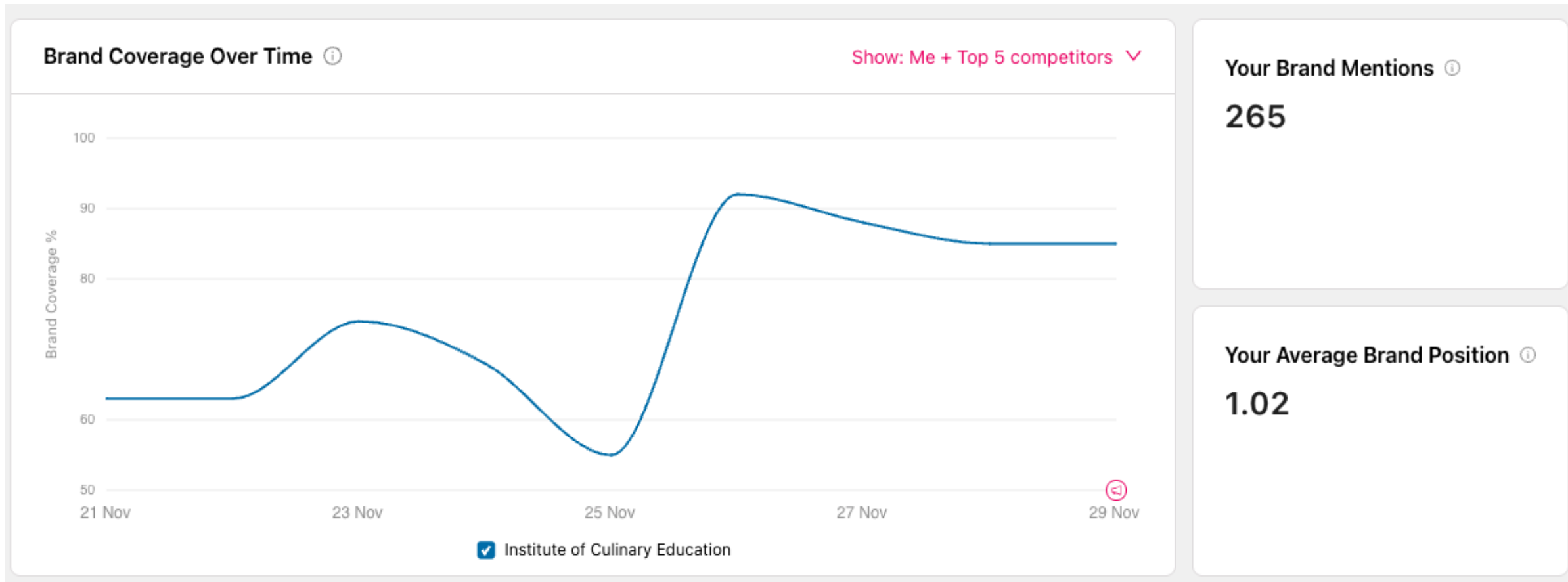
📄 Export report

Report showing 10 prompts












Prompt	Country	Tags	Intent Volume	Total Brand Mentions	My Brand Mentions	Total Citations	My Domain Citations
How can marketing professionals join a com...	🇺🇸 United States		0	35	4	30	4
What newsletters recommend content for m...	🇺🇸 United States		0	49	0	37	0
How does the AI Marketers Guild help mark...	🇺🇸 United States		0	12	3	36	18
What benefits does the AI Marketers Guild o...	🇺🇸 United States		0	9	3	35	10
Where can I find professional development ...	🇺🇸 United States		0	38	1	49	2
Which communities provide hands-on work...	🇺🇸 United States		0	31	1	44	2
How can marketers stay competitive with th...	🇺🇸 United States		0	30	0	48	0
What is the AI Marketers Guild and how doe...	🇺🇸 United States		0	17	3	34	16
Are there resources or events for learning AI...	🇺🇸 United States		0	30	2	45	2
Is there a Slack community dedicated to AI ...	🇺🇸 United States		0	23	1	31	1



Otterly shows AI brand coverage



PASSION-FRUIT: POSITIVE SENTIMENT AROUND ICE IN AI

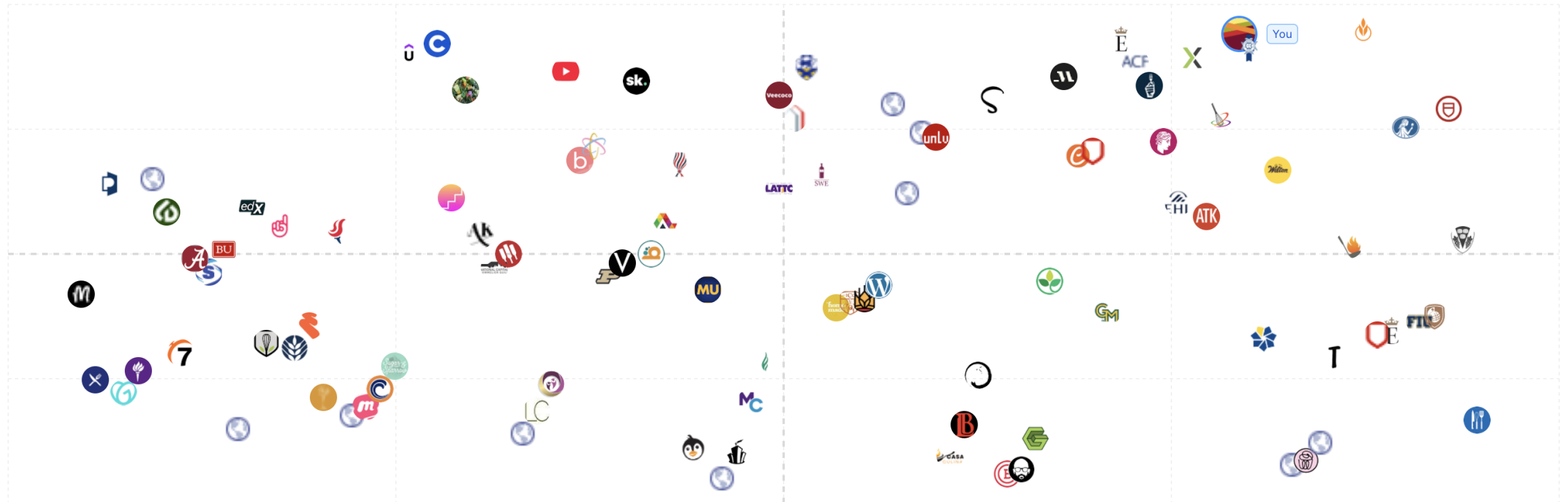
Recent Conversations ⓘ		
 ice.edu	All sentiments	
Sentiment scale: ● 0–39% Negative ● 40–69% Neutral ● 70–100% Positive		
Context	Rank	Sentiment
 Offers an accredited Tourism, Travel & Hospitality Management diploma program t...	#5	● 70%
 ICE, founded in 1975 with campuses in NYC and Los Angeles, is renowned for its h...	#3	● 80%
 ICE Online Baking and Pastry Arts - 900-hour curriculum covering theory, science,...	#6	● 80%
 Offers an online Baking and Pastry Arts & Food Operations program with a 900-ho...	#1	● 90%
 Offers a Career Pastry & Baking Arts program in New York with nine courses coveri...	#2	● 85%
 ICE offers Health-Centered Culinary Arts programs in New York and Los Angeles, ...	#1	● 80%
 Recreational and continuing education courses in cake art including piping, sugarw...	#9	● 70%
 Located in NYC, ICE offers dynamic programs with an emphasis on hands-on learn...	#3	● 90%
 Renowned culinary school providing immersive training and job placement support.	#10	● 85%
 Ranked as a top culinary school in America, offers diploma programs both in-perso...	#3	● 85%

Visualization on share of voice vs. sentiment (Passionfruit)

Top Brands Share of Voice & Sentiment (Median-Centered)

High Share of Voice, Low Sentiment

High Share of Voice, High Sentiment












Low Share of Voice, Low Sentiment











Low Share of Voice, High Sentiment

Top Queries where you are mentioned ⓘ

Show all >

Query	Count		Sentiment	Platforms
online culinary programs	3		77%	  AI
best cooking schools for career	3		83%	  AI
professional baking courses	2		80%	 
vegan culinary programs	2		78%	AI 
professional chef training	2		85%	 
















Top Queries by Citations ⓘ

Query	Unique Pages	Platforms
vegan culinary programs	2  View	AI 
professional chef training	2  View	
learn to be a chef	2  View	
online culinary programs	2  View	 AI
best cooking schools for career	1  View	

Showing 1-5 of 5 items < 1 >
















Top Cited Pages ⓘ

Show all >

Pages	Frequency		Avg Rank	
 https://www.escoffier.edu/academics/culinary-arts-... 	1.2%		 3.8	
 https://edibleethics.com/guides/best-online-vegan... 	1.2%		 7.1	
 https://www.torrens.edu.au/stories/blog/hospitality/... 	1.0%		 4.9	
 https://www.ice.edu/online-programs/culinary-arts-... 	0.9%		 8.0	
 https://recreational.ice.edu/cooking-classes 	0.9%		 8.7	

Top Cited Domains ⓘ




Show all >

Domain	Frequency		Avg Rank	
 vertexaisearch.cloud.google.com 	8.1%		 6.1	
 escoffier.edu 	4.9%		 8.3	
 ice.edu 	3.2%		 9.5	
 ciachef.edu 	2.2%		 9.1	
 cambridgeculinary.com 	1.8%		 8.0	

PASSION-FRUIT: CONTENT IDEAS

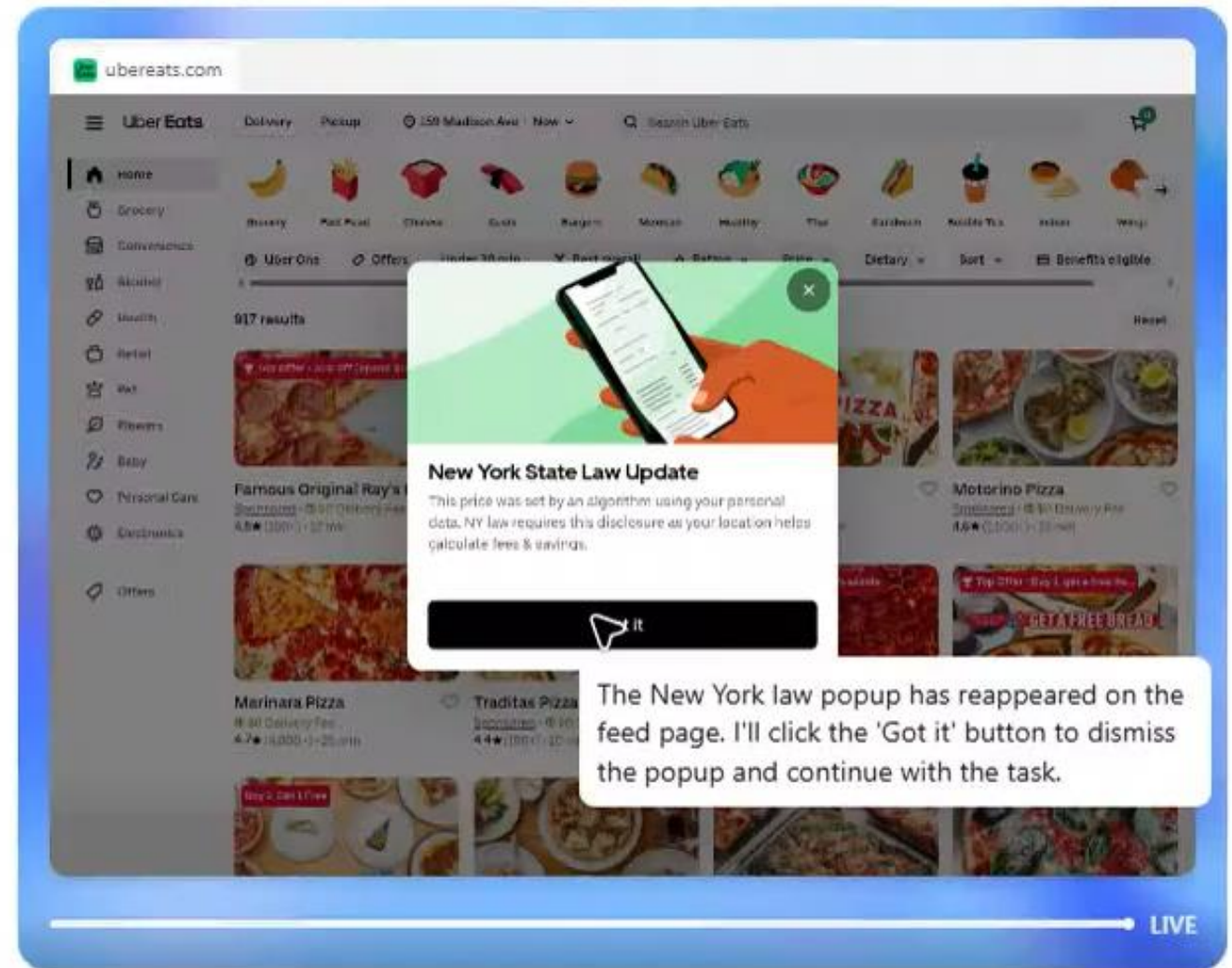
Content Strategy 10 suggestions

AI-generated content suggestions to improve your visibility and performance.

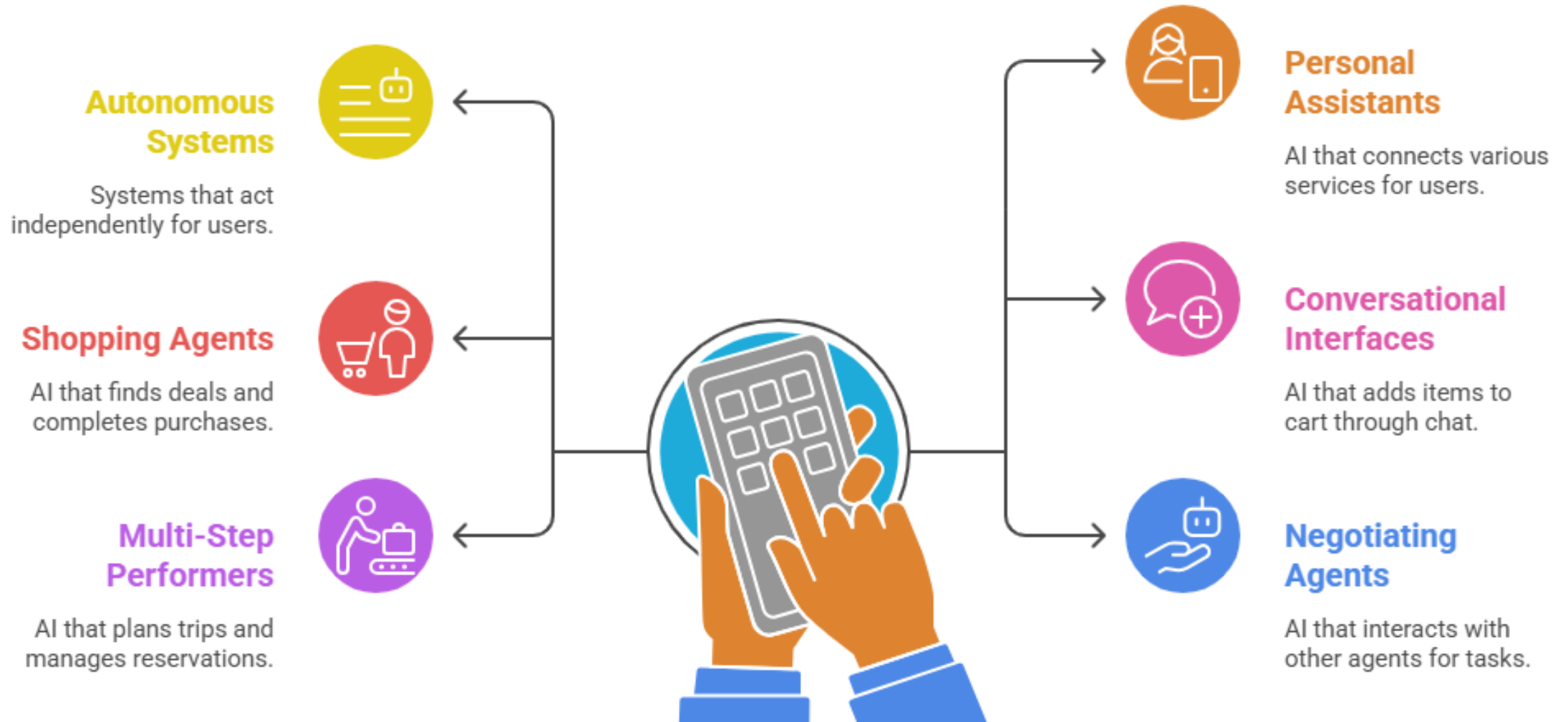
<input type="checkbox"/>	 Suggestion	 Priority	 Reasoning
<input type="checkbox"/>	Hospitality Industry Education: Essential Skills and Top Training Programs in 2025 This post will cover key skills needed in hospitality industry management and education, highlighting ICE.edu's programs like tourism, travel, and hospitality management. Use...	● High	ICE.edu is less visible in general hospitality management queries. This content will fill that gap, leveraging ICE's...
<input type="checkbox"/>	Vegan and Plant-Based Culinary Arts: Training Programs and Industry Trends This article will delve into plant-based and vegan culinary training programs, emphasizing ICE.edu's offerings like 'plant-based cooking classes' and 'vegan culinary programs.' It...	● High	While ICE.edu is cited for vegan culinary programs, it is less visible in broader vegan and plant-based culinary...
<input type="checkbox"/>	Comprehensive Guide to Culinary Career Paths: From Beginner to Professional Chef This blog will explore various culinary career pathways, including professional chef training, pastry arts, and hospitality management. It will target keywords like 'culinary...	● High	This content addresses the gap in general 'learn to be a chef' and 'culinary arts degree' queries where ICE.edu is...
<input type="checkbox"/>	Top Online Culinary Programs for Aspiring Chefs in 2025 Focus on online culinary education options, emphasizing ICE.edu's online programs such as 'culinary arts' and 'baking and pastry arts.' Use keywords like 'online culinary...	● High	Competitors are cited for 'culinary arts degree options' and 'distance learning hospitality courses,' but ICE.edu's...
<input type="checkbox"/>	The Ultimate Guide to AI Search Optimization for Culinary Schools This comprehensive guide will focus on optimizing culinary education websites for AI search, including keyword strategies, content structuring, and citation building. It will...	● Medium	Given the data on citation gaps and competitor analysis, this guide will help ICE.edu enhance its AI search...
<input type="checkbox"/>	Mastering Cake Decoration: Techniques, Courses, and Industry Insights Create a detailed guide on cake decoration techniques, including available courses, industry standards, and career opportunities. Focus on keywords like 'cake decoration...	● Medium	Competitors are cited for cake decoration classes, but ICE.edu's presence is limited. This blog can position ICE...
<input type="checkbox"/>	How to Become a Professional Pastry Chef: Training, Skills, and Industry Insights Focus on pastry chef training programs, including ICE.edu's offerings like pastry arts and baking courses. Target keywords such as 'pastry chef training programs,' 'professional...	● Medium	While ICE.edu is cited for pastry programs, it is less prominent in broader pastry chef training searches. This...

TREND 4: IT'S AN AGENTIC WORLD AND WE'RE JUST LIVING IN IT

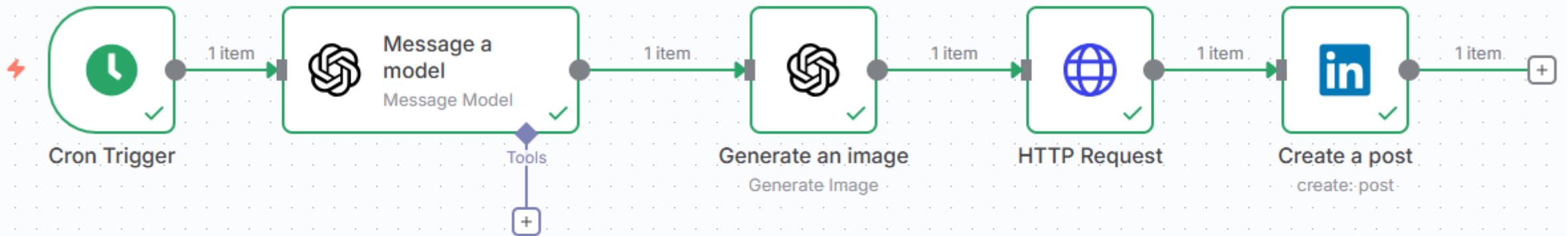
Dismissing New York law popup



Types of AI agents



Dumb agents still give you a glimpse of what you can do



 Execute workflow

Prepare for a new model: C2A2A2B



The consumer starts
with a task to
complete.



The consumer's
agentic LLM or
browser runs the
assignment.



Business agents
compete for the
consumer agent's
attention.



The winning business
is transacted with by
the agent or given to
the consumer.

The most important word in AI is...



THANK YOU!

David Berkowitz
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SCAN ME