



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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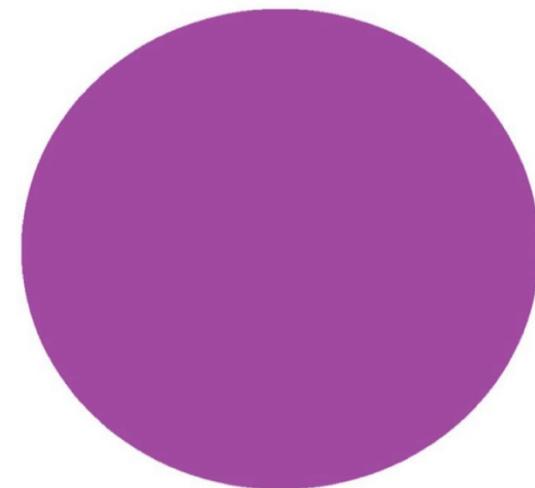
A few opening remarks



Welcome to 'AI for
Marketing: Deployment for
Gen

This is AI right now

Stuff I'm expected to know at work

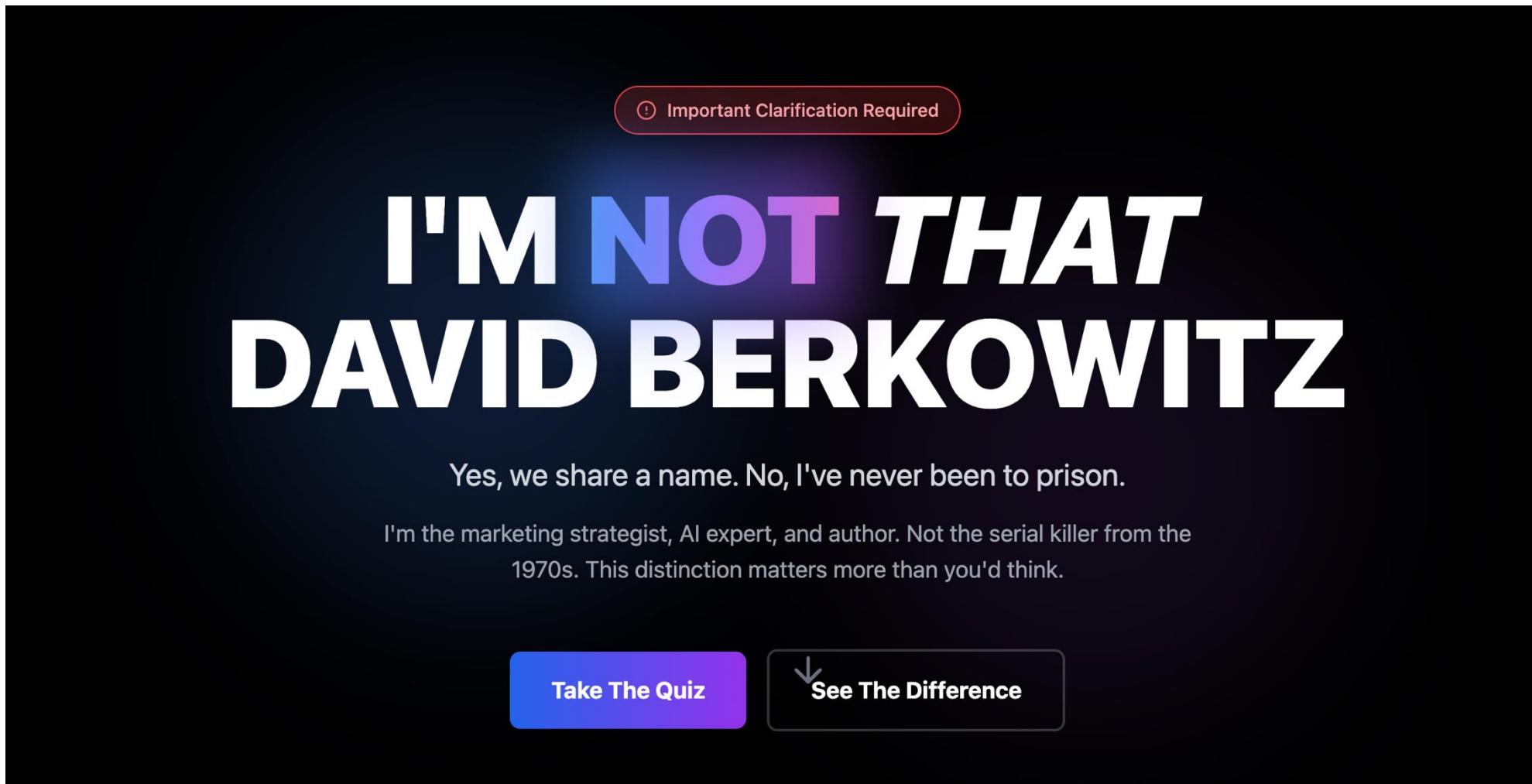


@digital_chadvertising

- **Was taught in school**
- **Was in the job description**

Trend 1: Vibe Coding = No Code

notthatdavidberkowitz.com



The image is a screenshot of a website with a dark background. At the top, there is a red button with white text that says "Important Clarification Required". Below this, the main title "I'M NOT THAT DAVID BERKOWITZ" is displayed in large, bold, white letters. The "NOT THAT" part has a purple-to-white gradient. Below the title, a subtitle reads "Yes, we share a name. No, I've never been to prison." In the middle of the page, there is a paragraph of text: "I'm the marketing strategist, AI expert, and author. Not the serial killer from the 1970s. This distinction matters more than you'd think." At the bottom, there are two buttons: a blue one on the left that says "Take The Quiz" and a white one on the right with a blue border that says "See The Difference".

Important Clarification Required

I'M NOT THAT DAVID BERKOWITZ

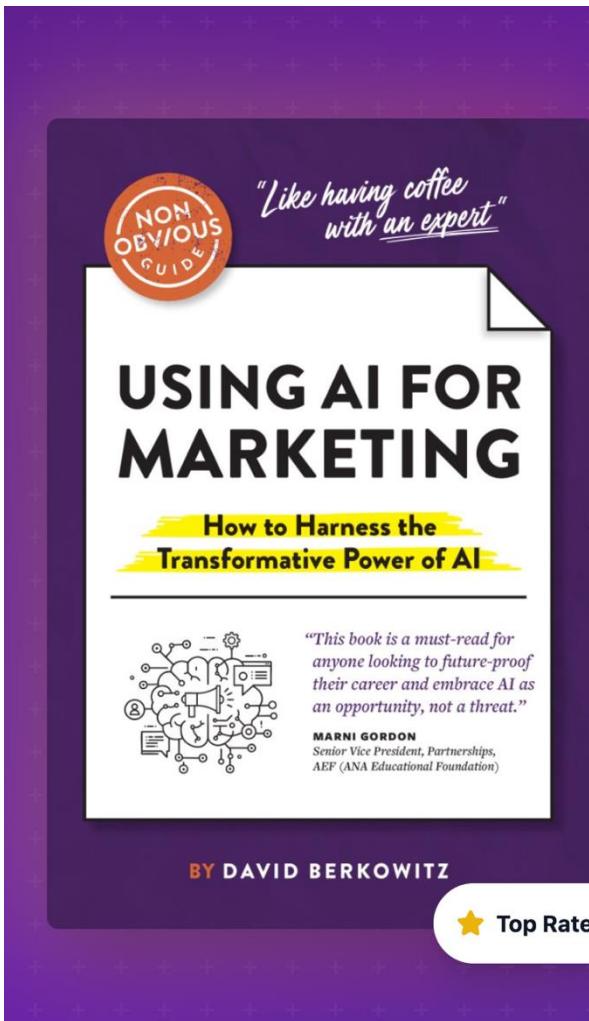
Yes, we share a name. No, I've never been to prison.

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



The Non-Obvious Guide Series

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

Top Rated

Order Now on Amazon

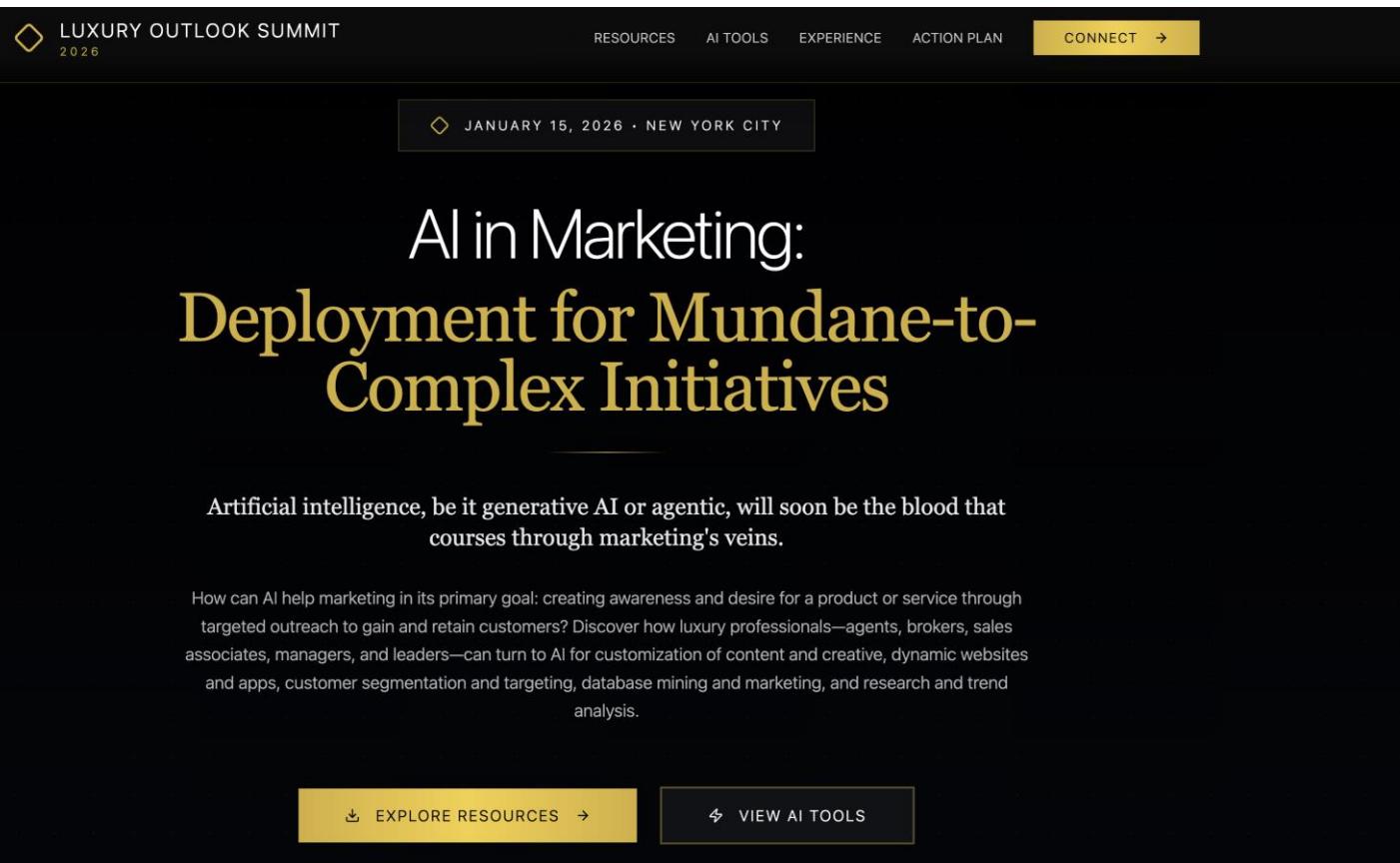
Explore Chapters

"This book is a must-read for anyone looking to future-proof their career and embrace AI as an opportunity, not a threat."

MARNI GORDON
Senior Vice President, Partnerships,
AEF (ANA Educational Foundation)

NON OBVIOUS GUIDE

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

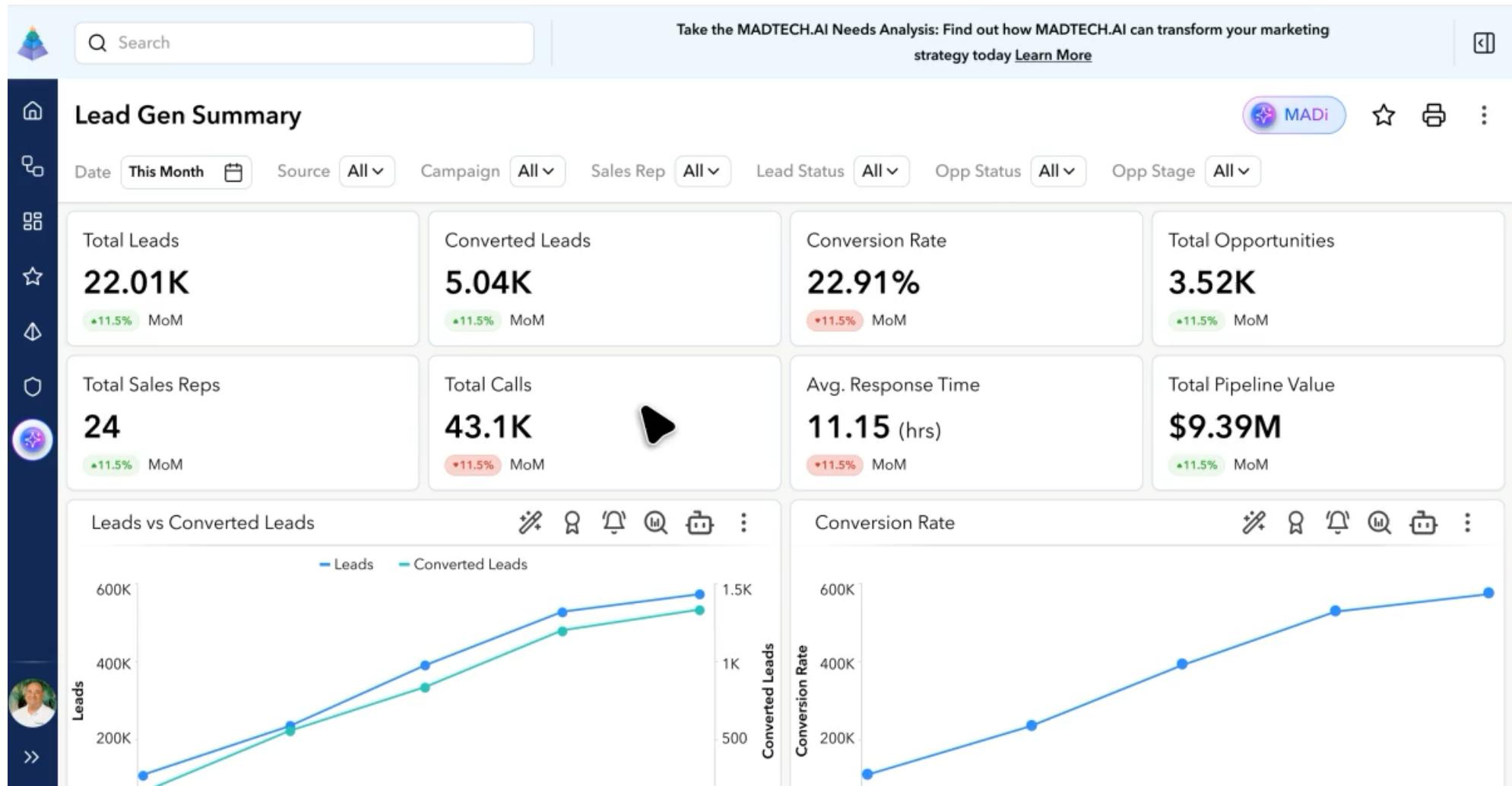


The screenshot shows the homepage of the Luxury Outlook Summit 2026 website. At the top, there is a navigation bar with a diamond icon, the text 'LUXURY OUTLOOK SUMMIT 2026', and links for 'RESOURCES', 'AI TOOLS', 'EXPERIENCE', 'ACTION PLAN', and a 'CONNECT' button. Below the navigation, a banner indicates the event date 'JANUARY 15, 2026 · NEW YORK CITY'. The main content features a large, bold title: 'AI in Marketing: Deployment for Mundane-to-Complex Initiatives'. Below the title is a quote: 'Artificial intelligence, be it generative AI or agentic, will soon be the blood that courses through marketing's veins.' A detailed description follows, explaining how AI can help marketing achieve its primary goal of creating awareness and desire for products or services. At the bottom, there are two buttons: 'EXPLORE RESOURCES' and '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.

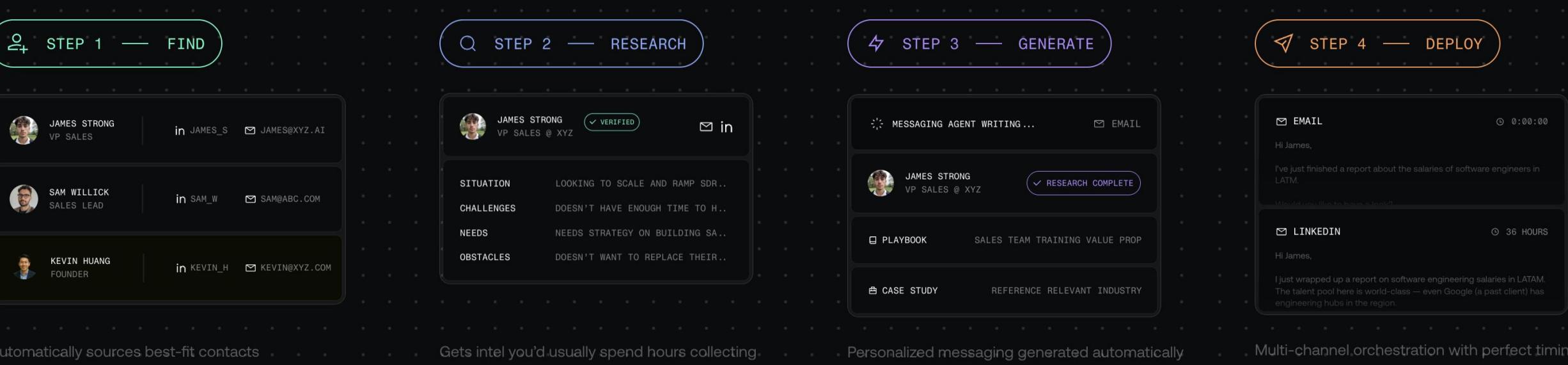
Show thinking ▾

+ Ask your network

Find more

Person	Score	Thinking	Mutuals
 Greg McConnell  mktg.ai VP of Marketing and Operations  Outlook +2	Score	<ul style="list-style-type: none">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	Score	<ul style="list-style-type: none">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.	 +2
 Claire O'Hare  COH & Co. Owner + Founder  Gmail +1	Score	<ul style="list-style-type: none">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)



SYNTHETIC AUDIENCES: ASKRALLY.COM

Sampled 5 of 25 from Dubai Shoppers 

Sample: 5 

Random 



Size: 5 Method: Random

AH SA SA AH YA 

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



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!

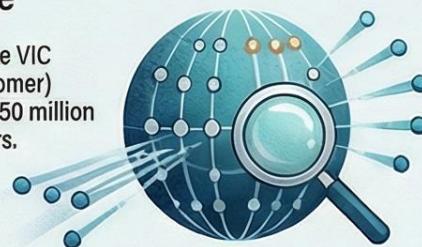
The New Luxury: AI Precision Meets Human Creativity

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

AI



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 ▾

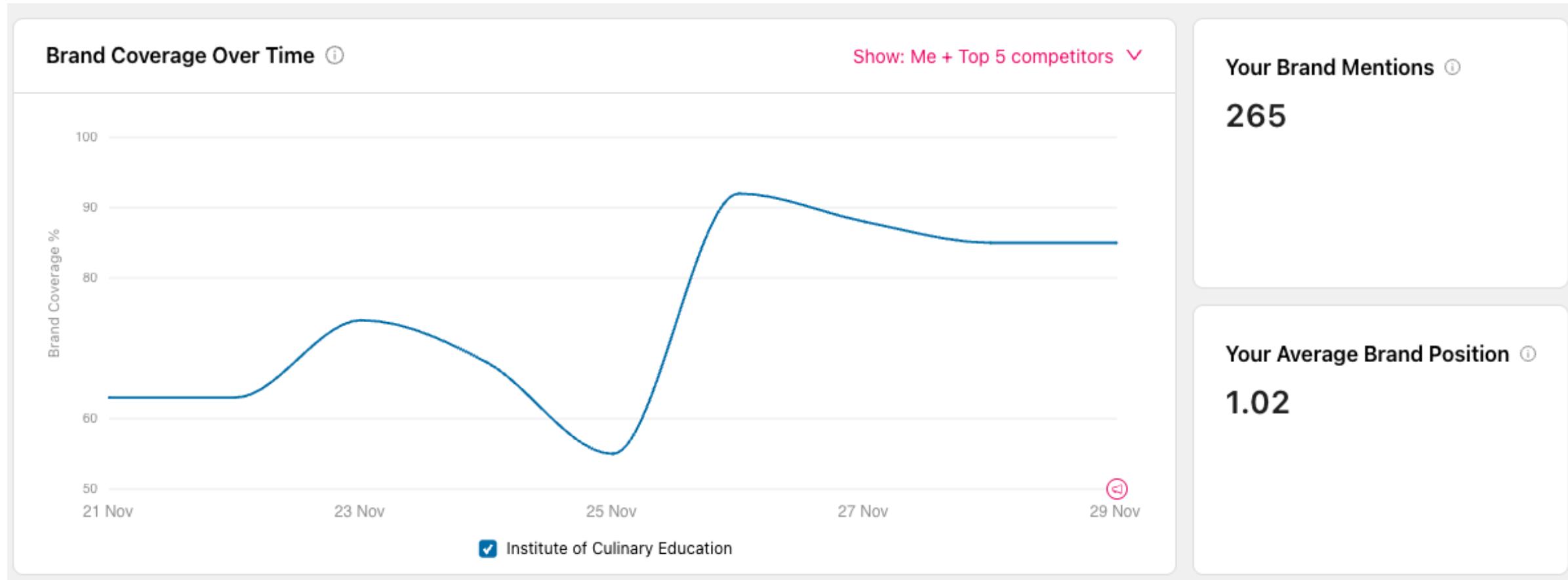
Export report

Report showing 10 prompts

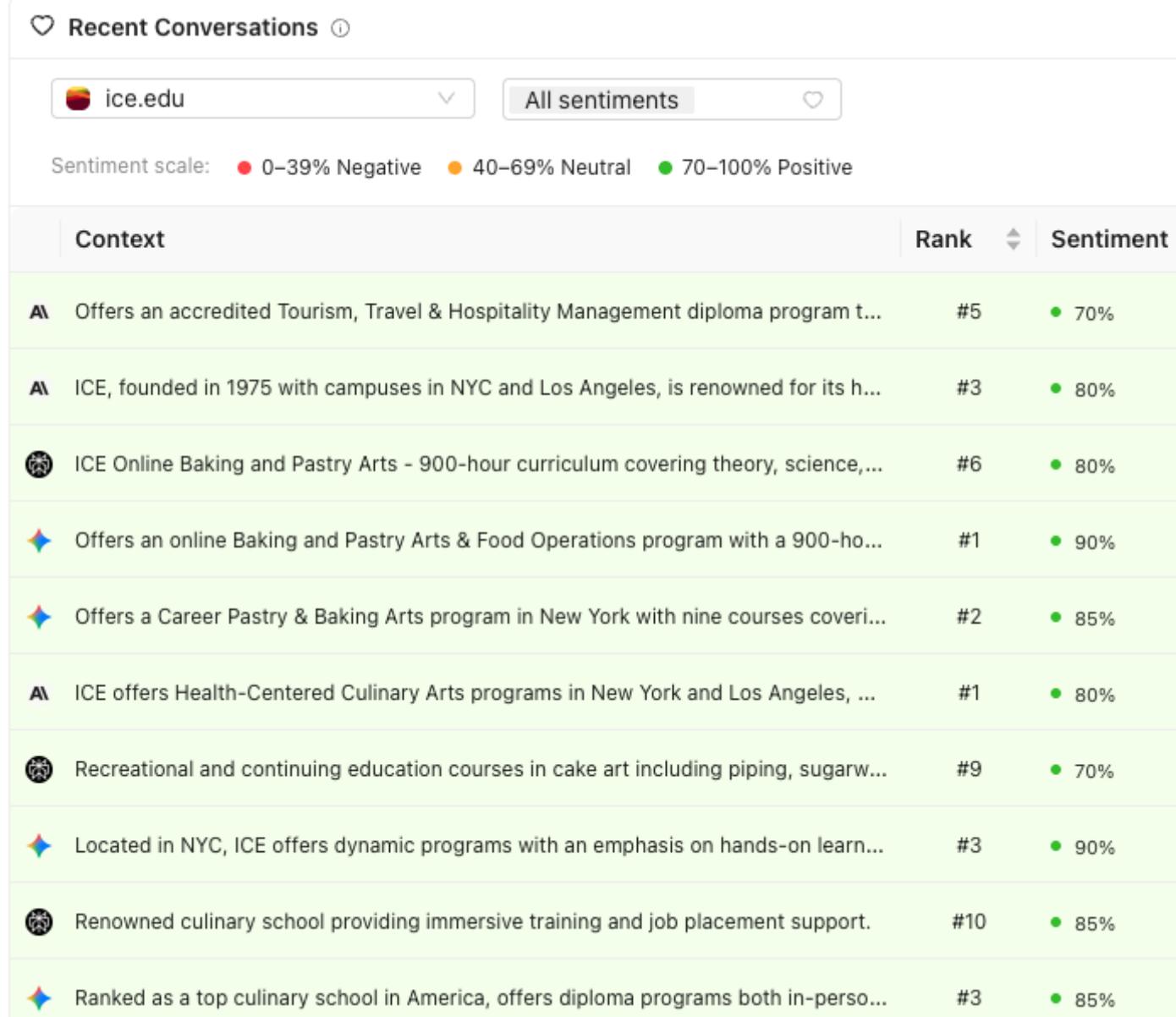
Prompt	Country	Tags	Intent Volume	Total Brand Mentions	My Brand Mentions	Total Citations	My Domain Citations
How can marketing professionals join a com...	🇺🇸 United States		0	35	4	30	4
What newsletters recommend content for m...	🇺🇸 United States		0	49	0	37	0
How does the AI Marketers Guild help mark...	🇺🇸 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 Al...	🇺🇸 United States		0	30	2	45	2
Is there a Slack community dedicated to Al ...	🇺🇸 United States		0	23	1	31	1



Otterly shows AI brand coverage

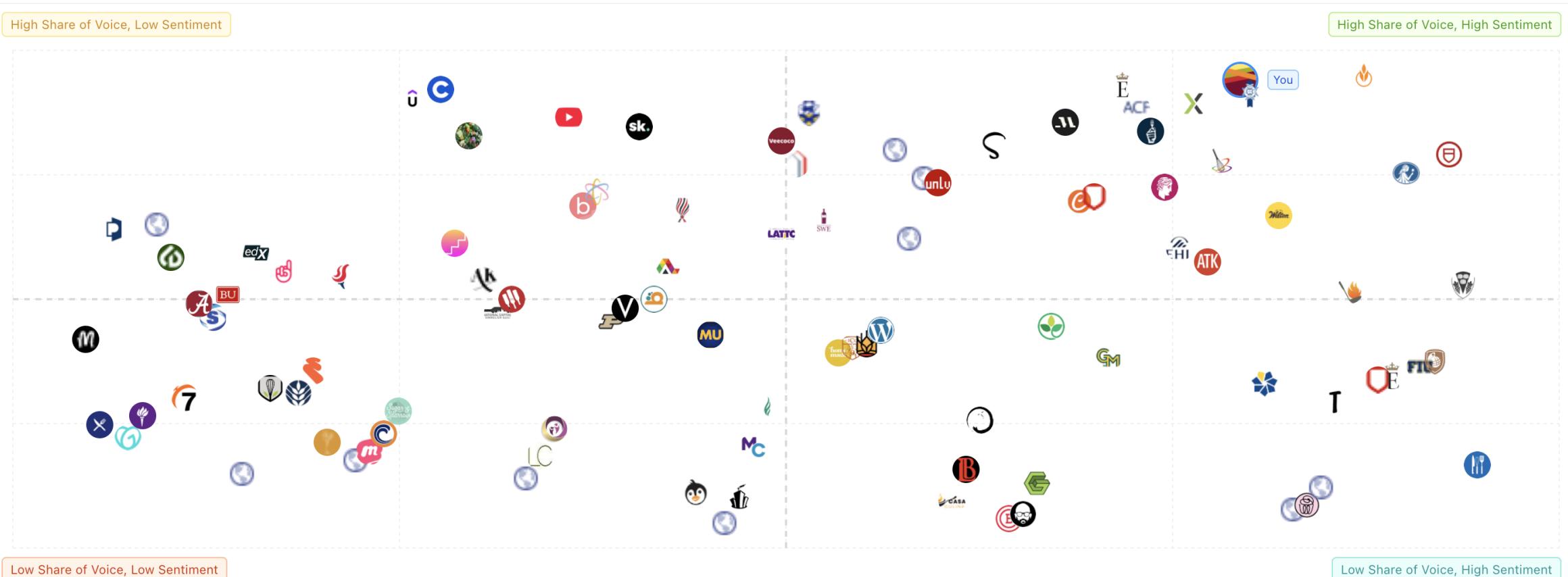


PASSION-FRUIT: POSITIVE SENTIMENT AROUND ICE IN AI



Visualization on share of voice vs. sentiment (Passionfruit)

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



💬 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
professional chef training	2	🔗 View
learn to be a chef	2	🔗 View
online culinary programs	2	🔗 View
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
阘 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

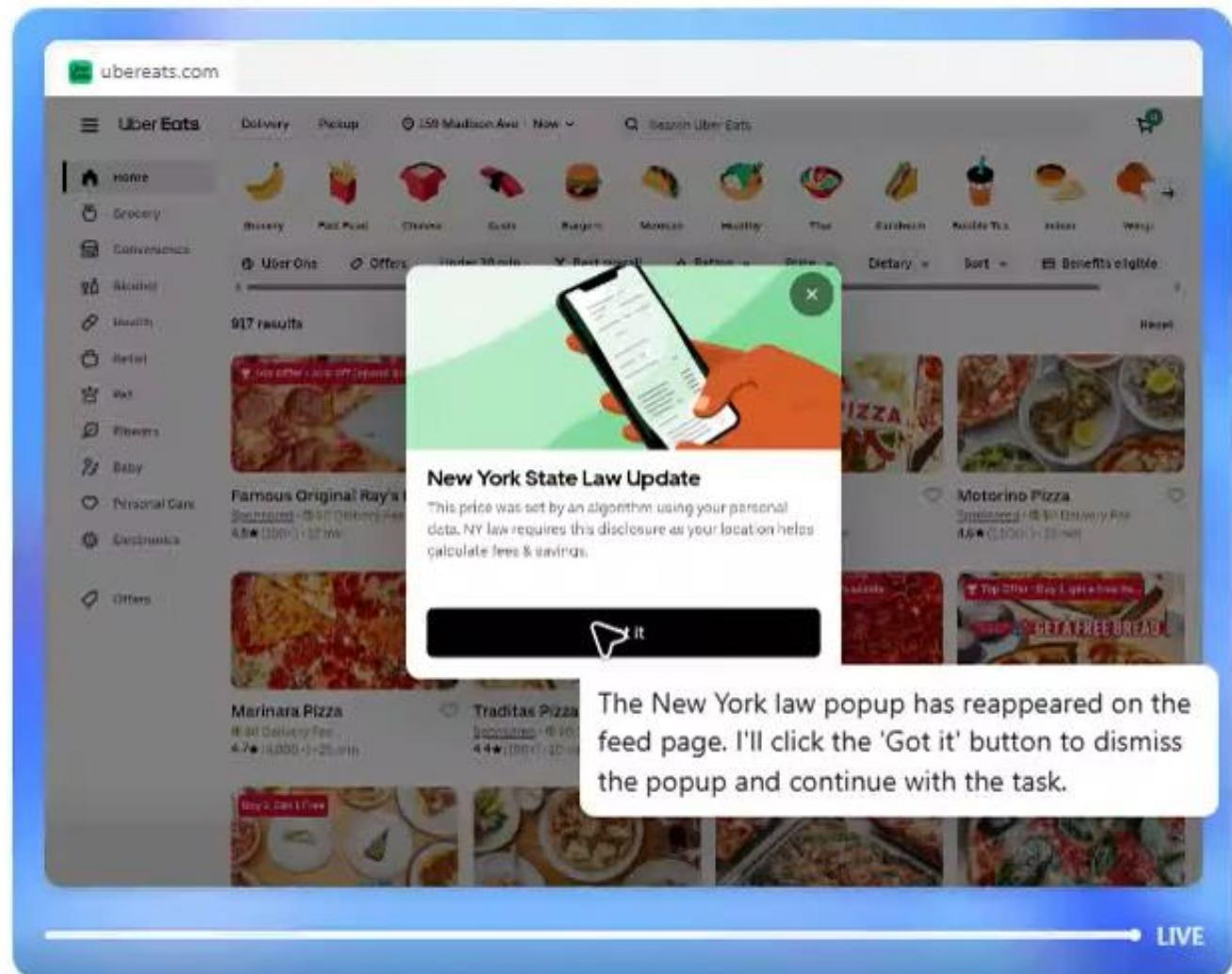
Content Strategy 10 suggestions

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

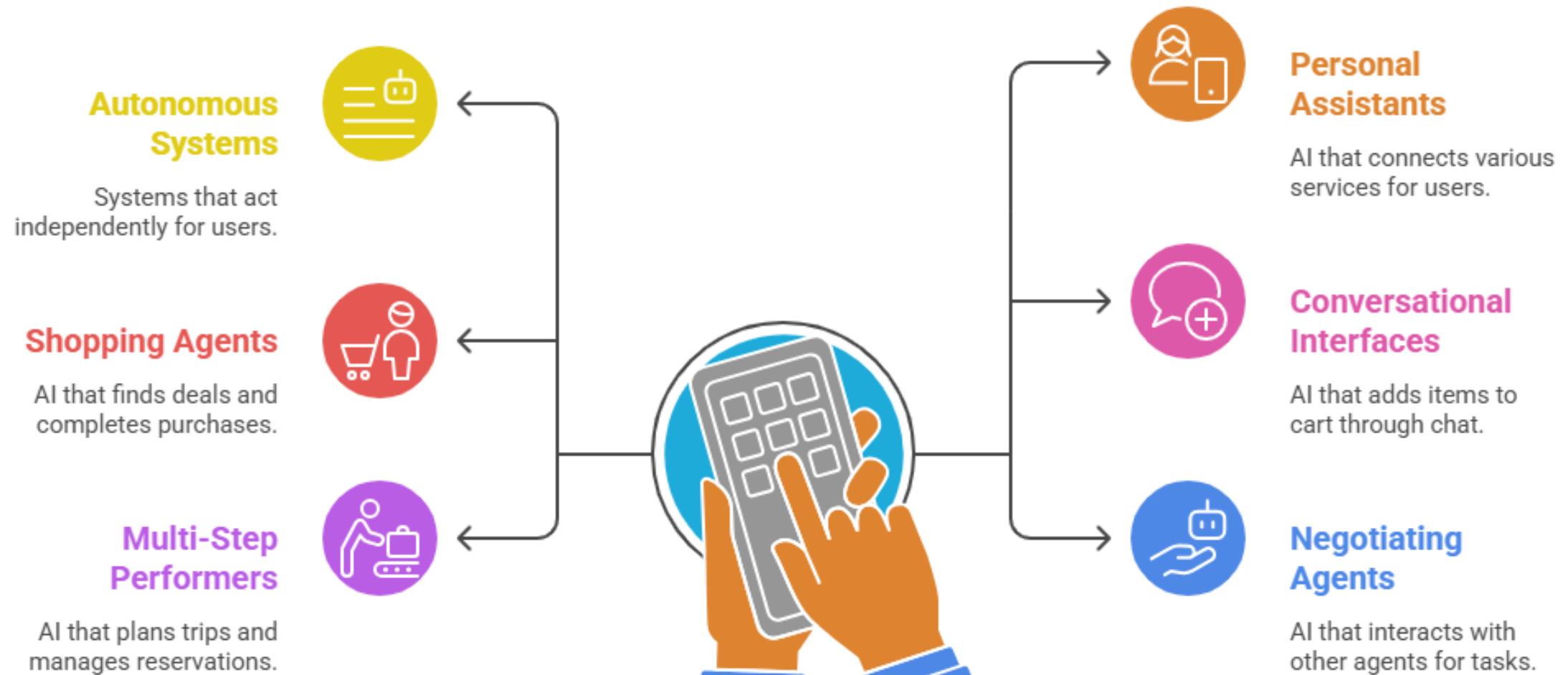
<input type="checkbox"/>	💡 Suggestion	📌 Priority	📝 Reasoning
<input type="checkbox"/>	Hospitality Industry Education: Essential Skills and Top Training Programs in 2025 This post will cover key skills needed in hospitality industry management and education, highlighting ICE.edu's programs like tourism, 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

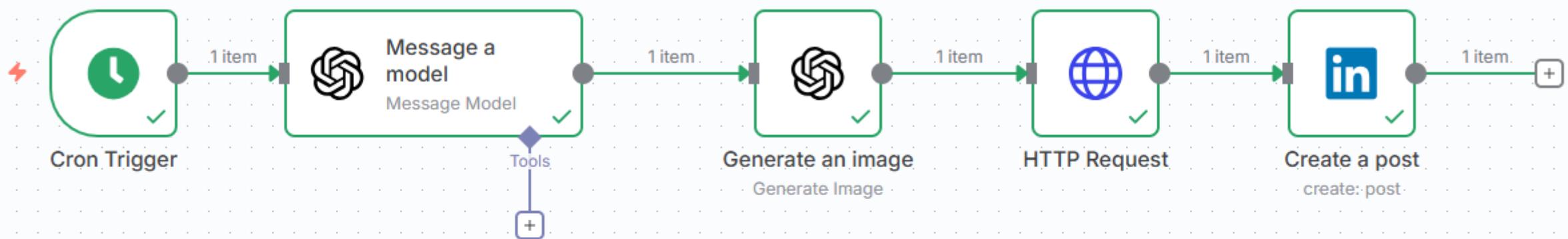
Dismissing New York law popup



Types of AI agents

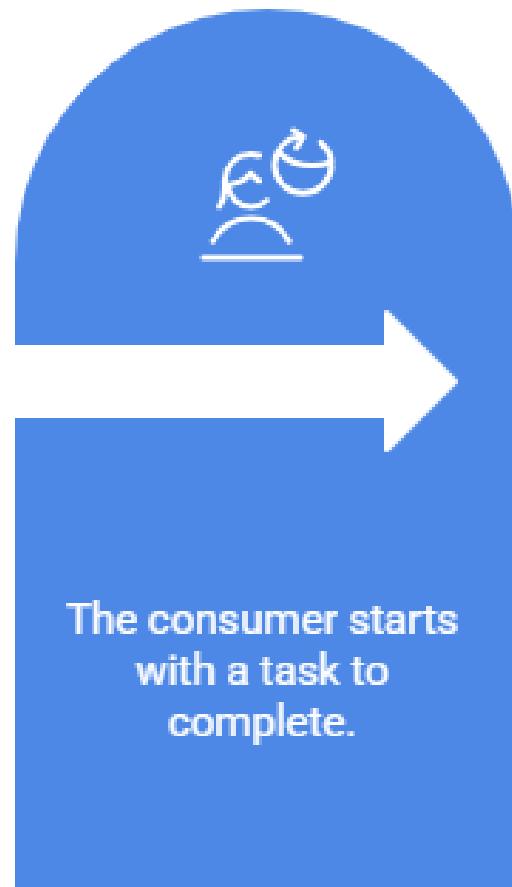


Dumb agents still give you a glimpse of what you can do



 Execute workflow

Prepare for a new model: C2A2A2B



The most important word in AI is...



THANK YOU!

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SCAN ME