

From Content to Conversation: Activating the AI- Powered Content Supply Chain

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Adobe Alliance Leader for Merkle Americas.
Specializes in data-driven strategies and
digital transformation that deliver measurable
business outcomes for global brands.

 **MERKLE**



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Oversees product and engineering teams responsible for envisioning, implementing, and operating modern marketing technology globally across the enterprise.



◀ MERKLE

Adobe's Creative, Scaled Production & MarTech
AOR

1 of 2 global CSC partners

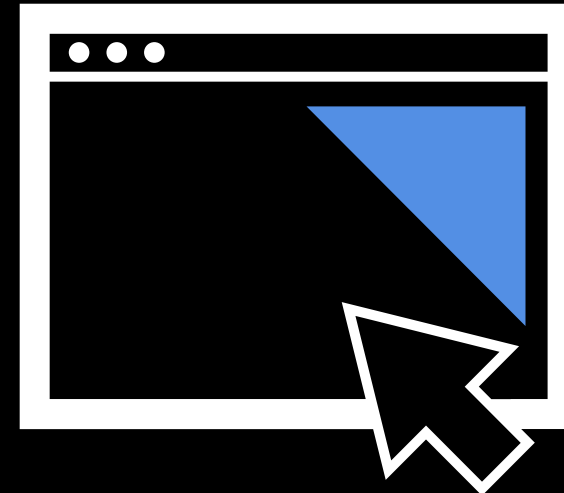
1 of 4 Platinum partners worldwide for AJO, CJA
& RT-CDP (out of 750)

Only consultancy founded in data

Merkury 1.4B+ profiles, 98% US coverage

Unique Media + CXM combination

First to market IP (Experience Concierge,
GenStudio denstu+)



Vanguard Group, Inc. overview

To take a stand for all investors, to treat them fairly, and to give them the best chance for investment success.



1975

Founded in 1975 by John Bogle,
creator of the first index fund

50+
Million
investors

460
Funds
worldwide

20,000
Employees
worldwide

Brutal Fact:

The content supply chain system is built for another era.



People go better refreshed. The never-too-sweet taste of Coca-Cola gives a special zing... refreshes best.

things go
better
with
Coke

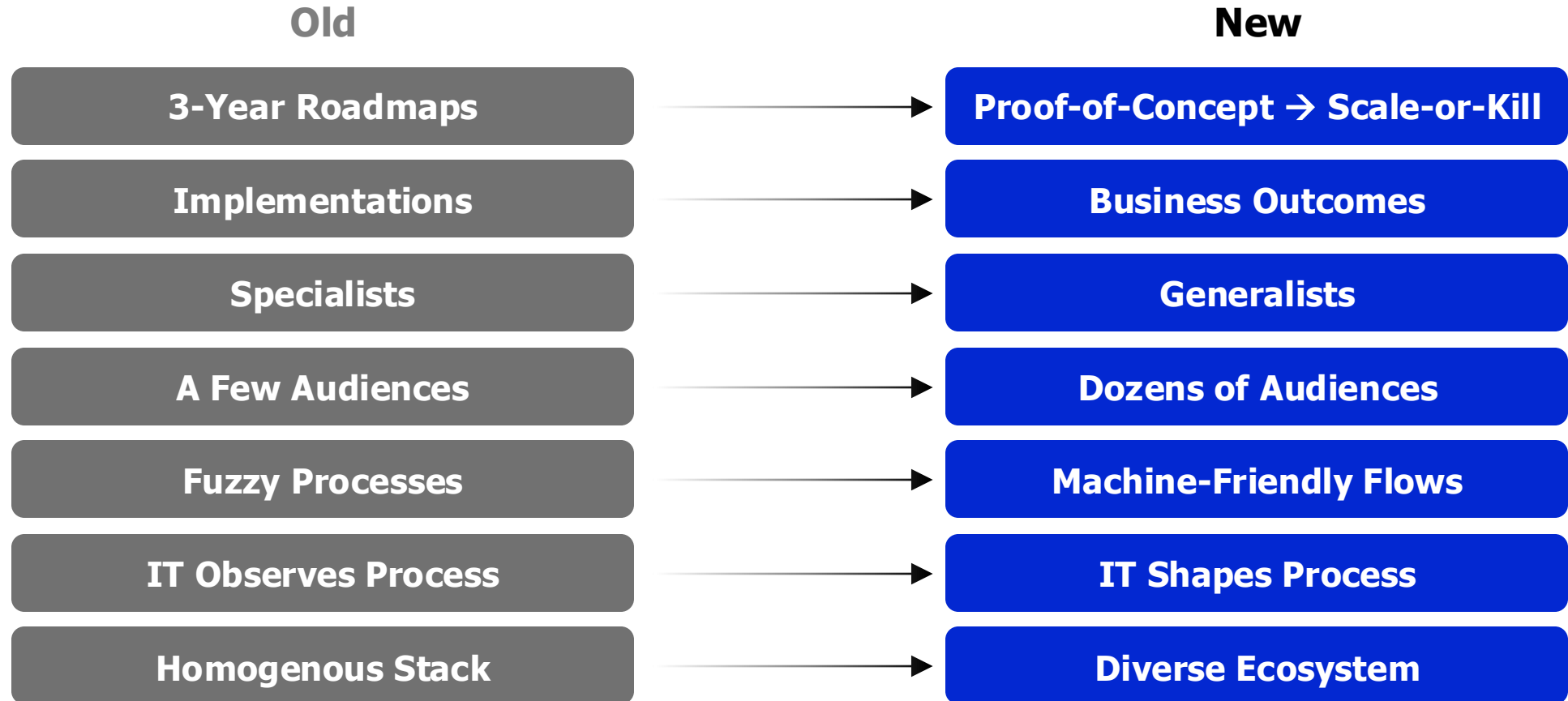


AI didn't break our workflows.

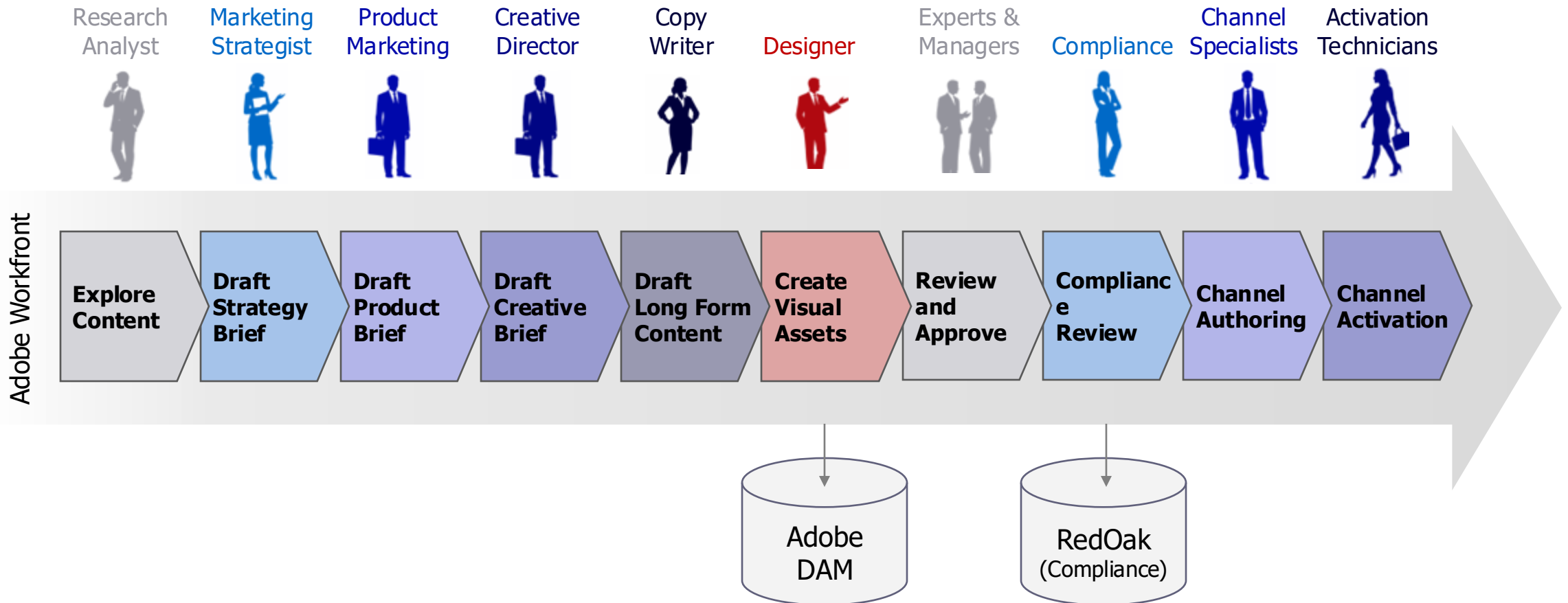
It revealed how broken they already were.



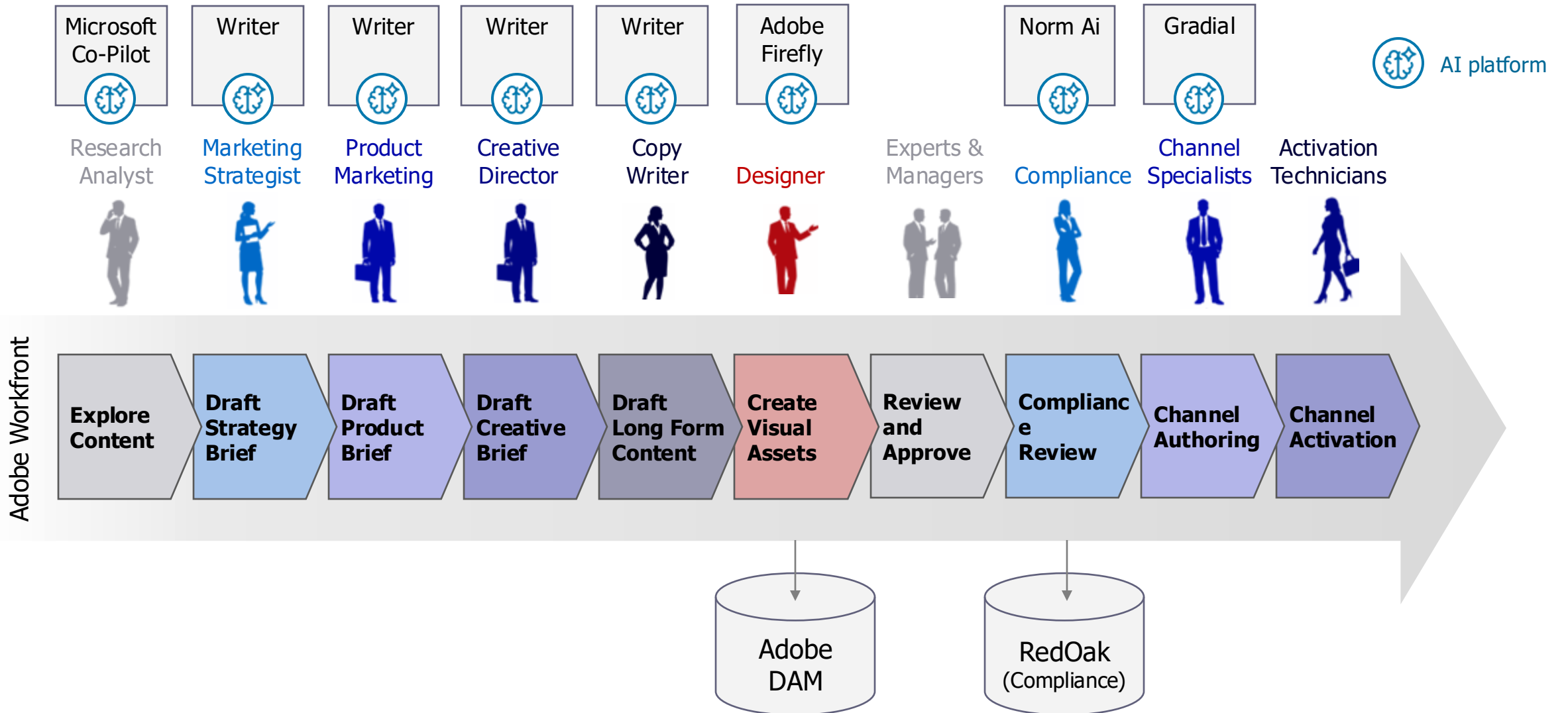
The Breakthrough: A New Way of Working



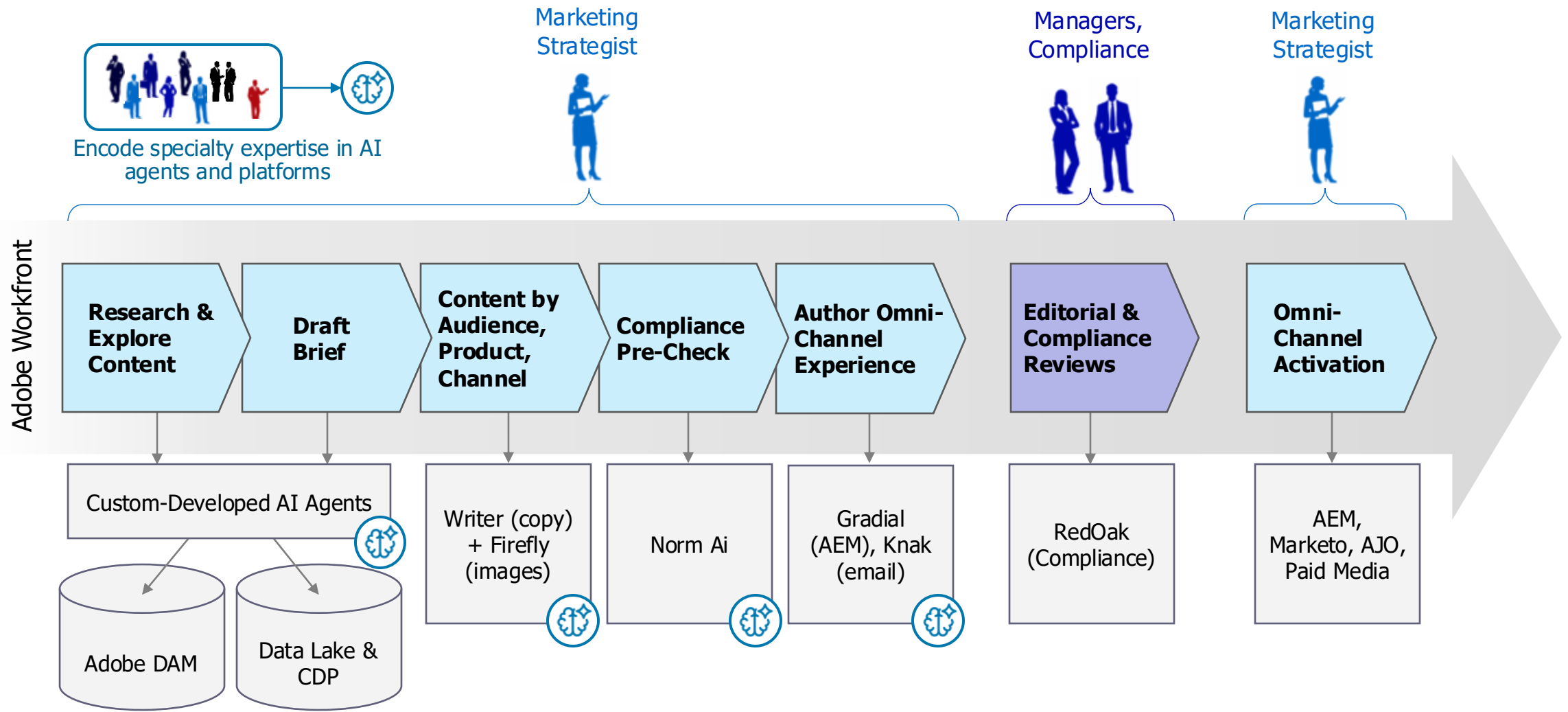
Status Quo Content Supply Chain



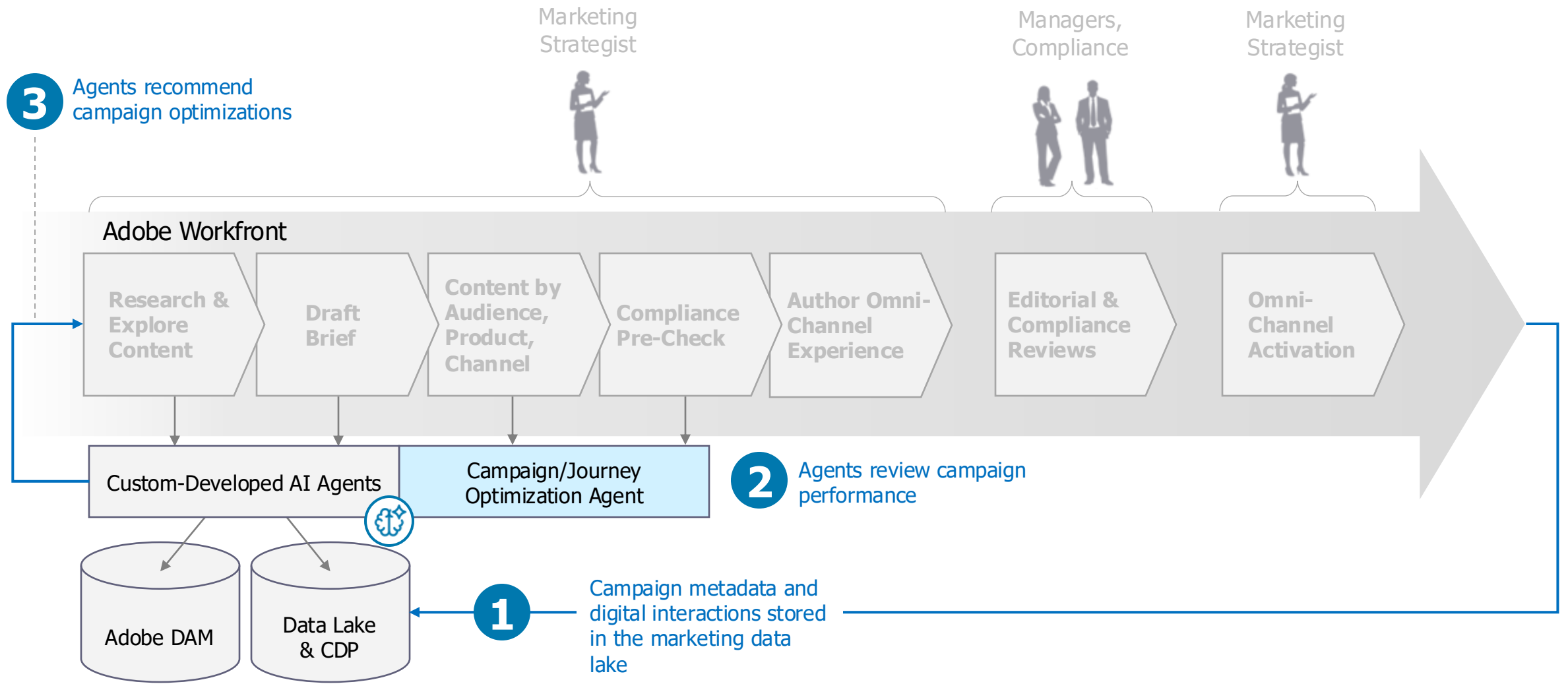
AI-Assisted Content Supply Chain



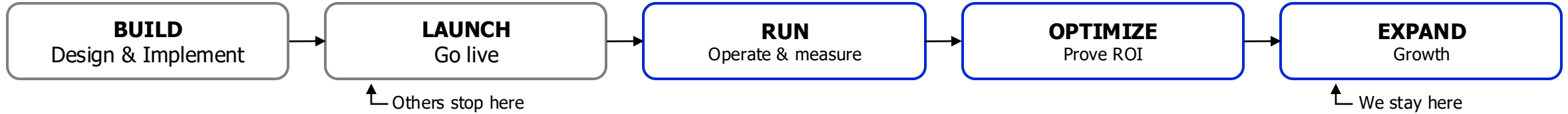
End-to-End AI-Powered Content Supply Chain



AI-Optimized Content Supply Chain



Value Realization Cycle



Data-Native DNA

Only consultancy founded in data. 25%+ staff in data science & analytics.

Run & Optimize

We don't stop at build. Sustained value realization, ongoing ARR protection.

Operating Model Design

We design people, process, toolset together – not just technology.

Cross-Dept Alignment

We fund and plan for ALL teams. Aligned OKRs and incentive structures.

Change Management

Dress rehearsals, scenario training, pre-mortems. Change as a workstream.

Adobe's CSC Partner

Adobe's AOR and global Content Supply Chain provider. Platinum worldwide.

Easy to Engage

Entry Point	What You Get	Timeline
Platforms Workshop	Joint session that qualifies opportunities & aligns stakeholders	1-2 weeks
Transformation Assessment	Operating model review, change readiness, cross-dept alignment plan	30 days
Quick Start Activation	Customer live on Adobe – real value, not a POC. Proves platform before renewal	60 days
Rescue & Recovery	Turn around stalled deals or implementations, protect ARR	Immediate

TEMPO: Technology Evolution & Marketing Platform Orchestration

- 5-year roadmaps are obsolete before the ink dries
- TEMPO: orchestrated, rolling strategy on a 9–12 month window
- Technology planning as a living discipline, not a deliverable
- Each cycle reassesses platform health and sequences investments on what's actionable now
- Strategy that moves at the speed of the business



Key Takeaways

- Ditch the 3-year roadmap, and focus on **experimentation** (with both tech and process)
- Optimize for **business value**, not for outputs
- Think big and evolve toward **automated end-to-end workflows**, not just AI-assistance
- IT and marketing need to become BFFs, and **reengineer processes** together

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Kenny Guest
SVP Marketing Solutions, Merkle

Request a Meeting



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Session prize (one per session)

\$20 Starbucks gift card



Grand prize (one per day)

Marshall Portable Bluetooth Speaker



Scan to take the survey

