

# Leveraging AI to transform marketing & experience

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*Start with people. Deliberately design experiences. Leave a lasting legacy.*



David Hicks  
Co-Founder & CEO  
**XMLegacy.com**



David has served as:

Marketing & Strategy Director Royal Mail

Executive board-level Advisor to FTSE100 and Fortune 500 companies

Chairperson and keynote speaker at dozens of events globally

Thought leader and global business ambassador for marketing automation and experience design

Executive Coach and strategic advisor to senior business leaders in some of the world's largest organisations

Extensive experience in: Retail, Logistics, Travel & Hospitality, Tech, and BFSI sectors.

“..one of 10 most influential voices in the field of Experience Management...”

Forrester



# Agenda & how the Masterclass works

- Martin Musiol
- Alex Genov
- Andrei Ungureanu
- Alexandra Foster
- Constantine Gavrykov
- After every two speaker sessions
- Breakout and round table
- David's role

# XM Legacy: Continue the discussion

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