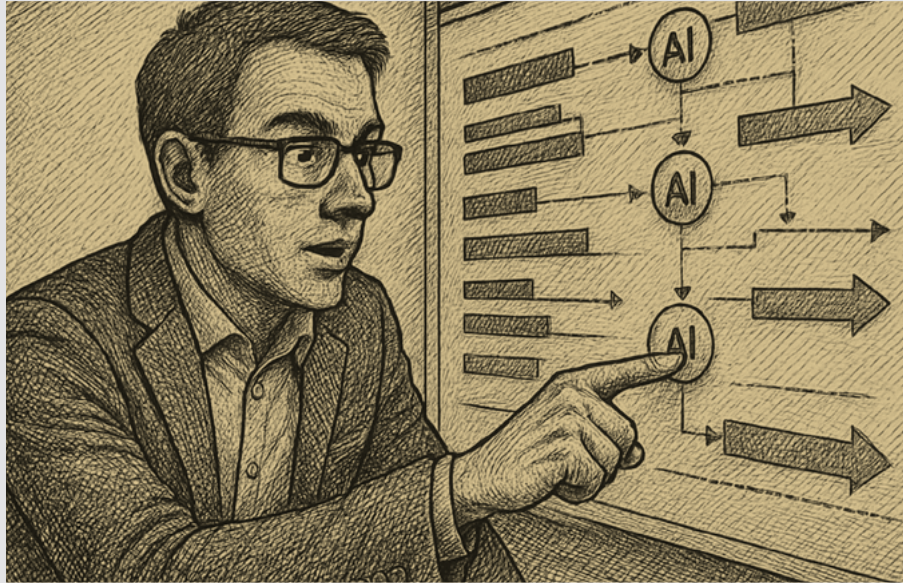


# **Two Sides of AI: Executive Goals and Product Truths**

HOW LEADERSHIP AMBITION AND  
PRODUCT REALITY SHAPE AI SUCCESS

# “If AI isn’t embedded in your roadmap, you’re not just behind—you’re irrelevant.”



## Executive POV:

AI adoption is no longer optional—it’s a strategic imperative. With 78% of organizations already using AI, embedding it into the product roadmap is seen as essential for sustaining competitive differentiation. The most forward-thinking executives view AI as a core enhancer of personalization, automation, and customer insight, rather than a simple bolt-on feature.

## The Product Perspective:

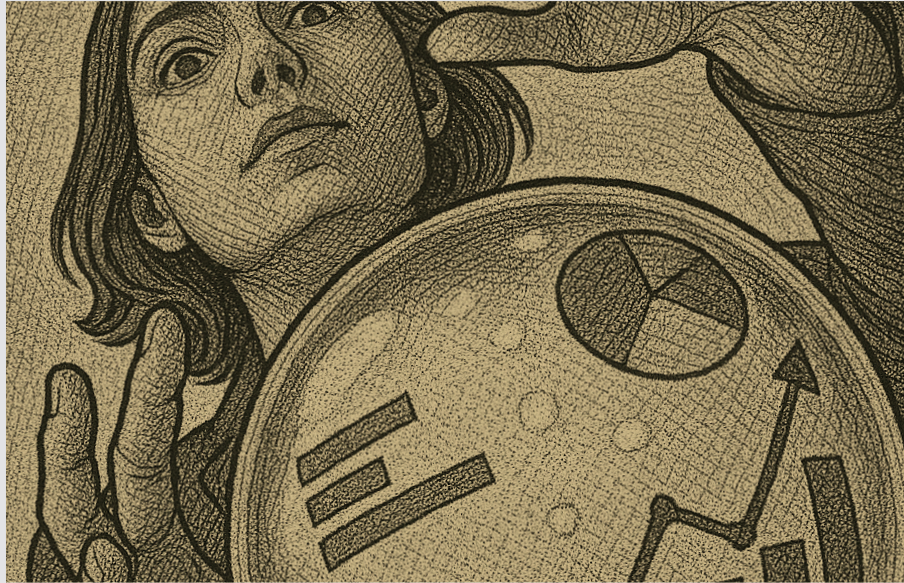
Even though AI has become ubiquitous, simply embedding it doesn’t guarantee competitive advantage much less customer adoption. Companies must align AI integration with clear value creation and avoid overinvesting in features that lack user demand.



### AI IN YOUR PRODUCT

Bridge the gap between AI potential and product success [MORE ▶](#)

# “We must stop building for personas and start building for predictive behavior models shaped by AI.”



## Executive POV:

With over 54% of consumers using AI in purchasing decisions, the path to influence has changed. Generative AI now guides customer decision-making in real time, shrinking the traditional funnel. Executives argue that predictive models should replace static personas to optimize engagement, messaging, and product-market fit.

## The Product Perspective:

Consumer reliance on AI doesn't eliminate the need for human-centered design and qualitative insights. Predictive models can misfire without the emotional nuance and context that traditional personas provide.



### DESIGN

Human and market focus matter more than ever in an AI world [MORE ►](#)



# “Your brand voice is no longer your differentiator—your ability to adapt it in milliseconds is.”



## Executive POV:

Generative AI empowers rapid content creation, campaign iteration, and testing. For go-to-market leaders, this speed offers a significant competitive edge. The ability to tailor messaging in real time to different segments or behaviors becomes a new form of brand strength.

## The Product Perspective:

AI can produce content quickly, but overuse may dilute brand equity. Product marketers must temper speed with intentionality. Overreliance on AI-generated messaging risks losing the emotional nuance and authenticity that audiences respond to. Strategy must guide automation, not the reverse.



**AI FOR PRODUCT MARKETERS**  
Transform your product marketing strategy [MORE ▶](#)

# “Cost savings from AI mean nothing if we don’t continue to innovate and reinvest in our organization.”



## Executive POV:

AI will redefine white-collar work, with half of such jobs at risk. Operational efficiency will be a major gain, but executives emphasize the need to reinvest these savings into reskilling and restructuring. Agility becomes the differentiator—organizations must evolve beyond static hierarchies to remain competitive.

## The Product Perspective:

Efficiency alone is not innovation. Tools are only as good as the teams using them. Product teams must ensure that process improvements driven by AI don’t inadvertently erode experimentation, cross-functional collaboration, or long-term learning.



### AI FOR PRODUCT MANAGERS

Deliver impact with AI tools and processes [MORE ▶](#)



# “AI is no longer just part of the product—it’s part of the process of making the product.”



## Executive POV:

Executives increasingly see AI not only as a feature but as a foundational input across the product lifecycle. From ideation to experimentation, AI enhances how teams gather insights, test hypotheses, and iterate. It's not just what you build—it's how you build it.

## The Product Perspective:

AI can accelerate development, but it shouldn't replace sound product thinking. Product leaders must prevent overfitting their processes to AI capabilities and continue to prioritize problem definition, user validation, and long-term outcomes over short-term efficiency.



## AI IS EVERYWHERE. BUT IS IT HELPING YOU?

Everyone's talking about AI—but are you using it where it counts? According to new research from Pragmatic Institute, AI product integration is now the most requested topic for training. Our new AI Workshops separate hype from high-impact—so you can focus on what actually drives results. [EXPLORE ►](#)