



Chief Scientist  
for  
Research, Innovation  
and Technology

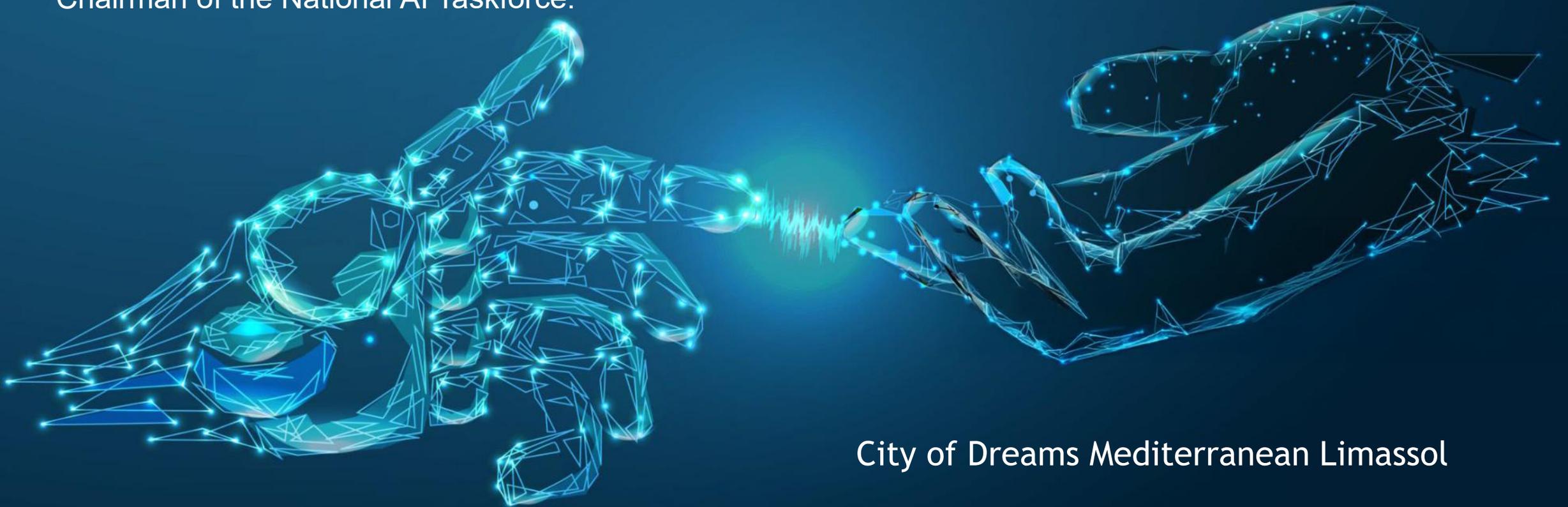


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# AI IN MARKETING

## Demetris Skourides

Chief Scientist for Research, Innovation and Technology of the Republic of Cyprus.  
Chairman of the National AI Taskforce.

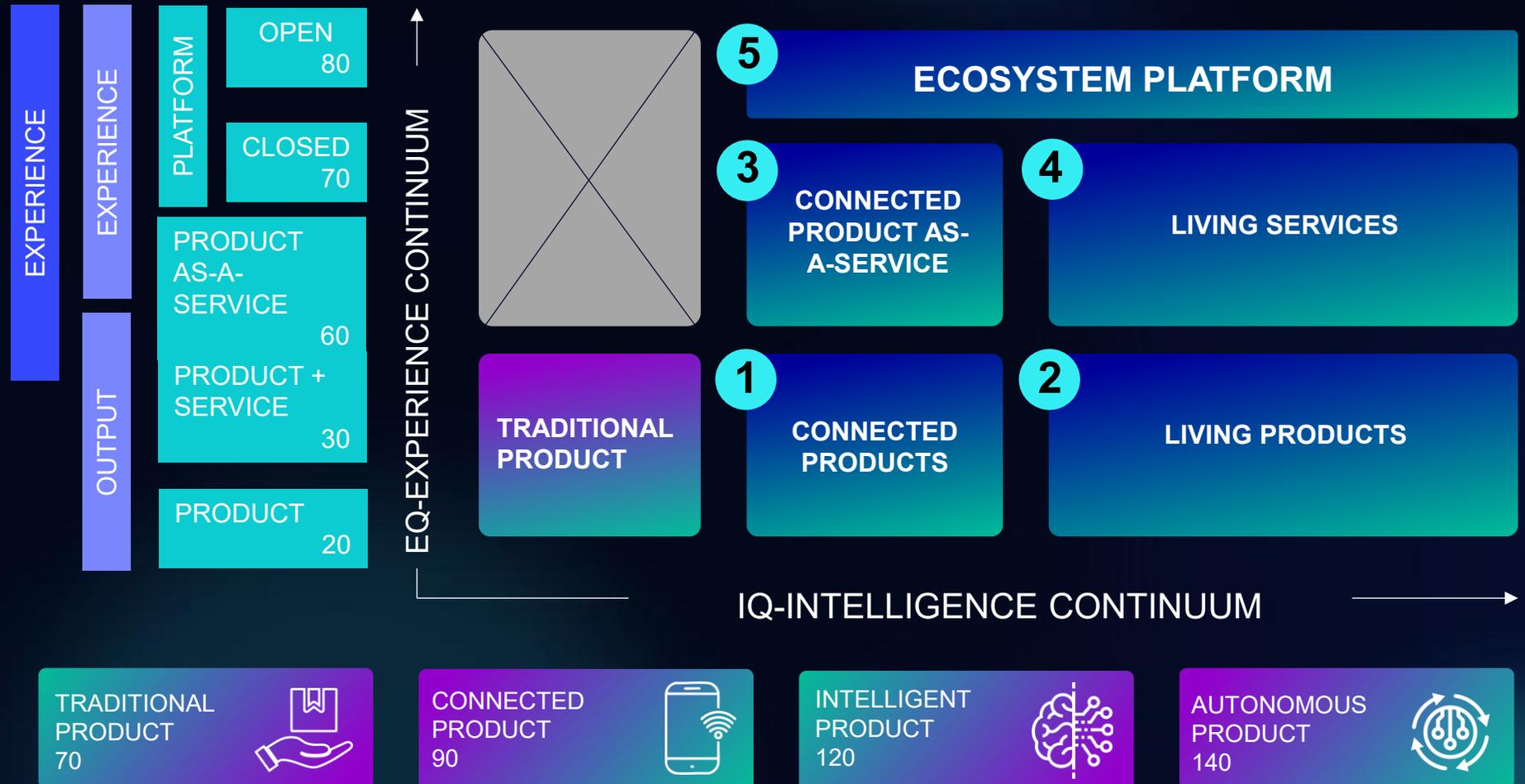


City of Dreams Mediterranean Limassol

## THE PRODUCT REINVENTION GRID

**Experience Quotient (EQ)** measures the degree of sophistication achieved in terms of services levels.

**Intelligence Quotient (IQ)** measures product's degree of technical sophistication



# Gartner Emerging Technologies Hype Curve



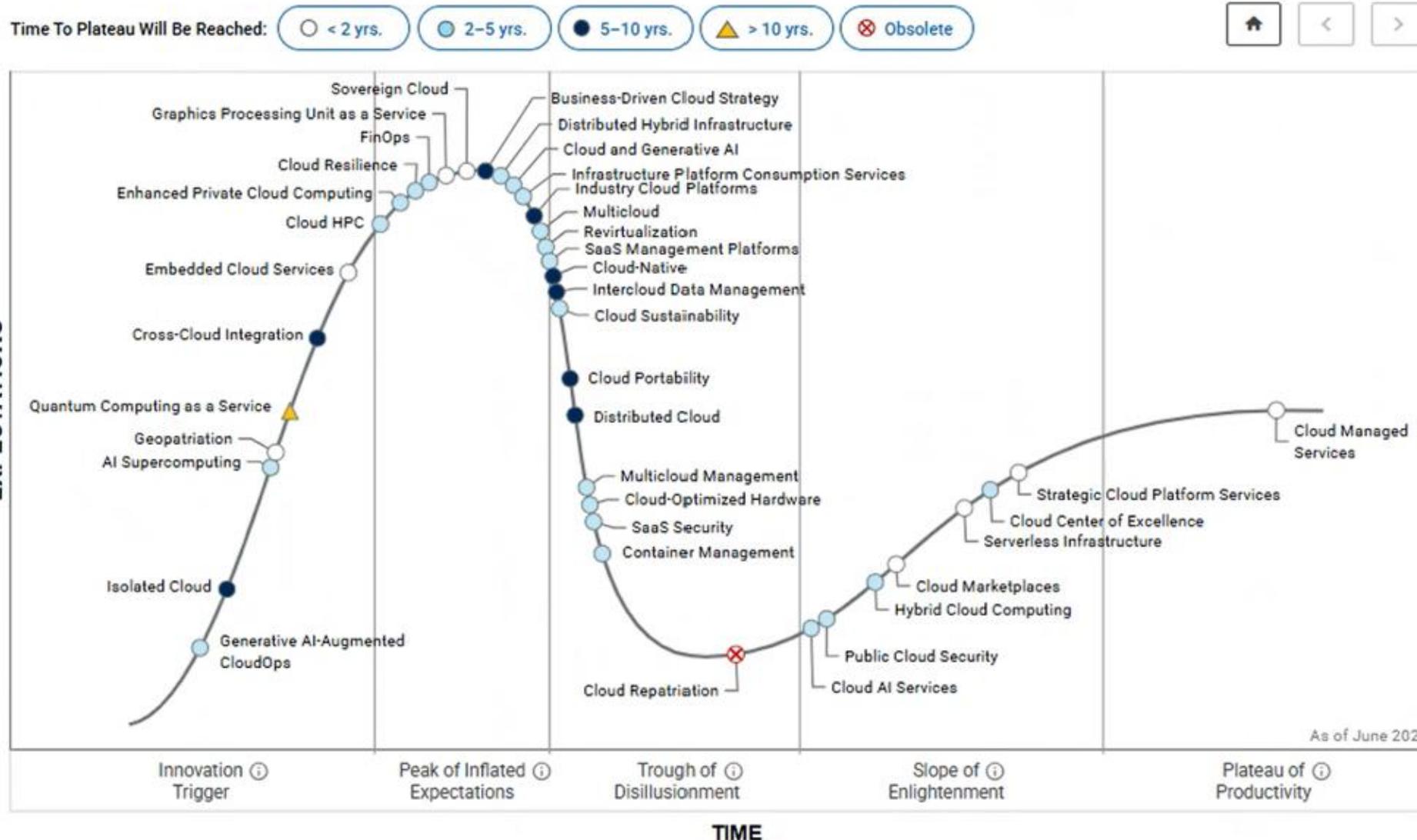
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## HYPE CYCLE

## PRIORITY MATRIX





# Futureproofing Cyprus

Cloud 1st, Mobile 1st, AI 1st Policies - Goal

R&I

DATA

INFRASTRUCTURE

TALENT

GTM SUPPORT



## AI AND DATA SOVEREIGNTY



# Hyper Personalization



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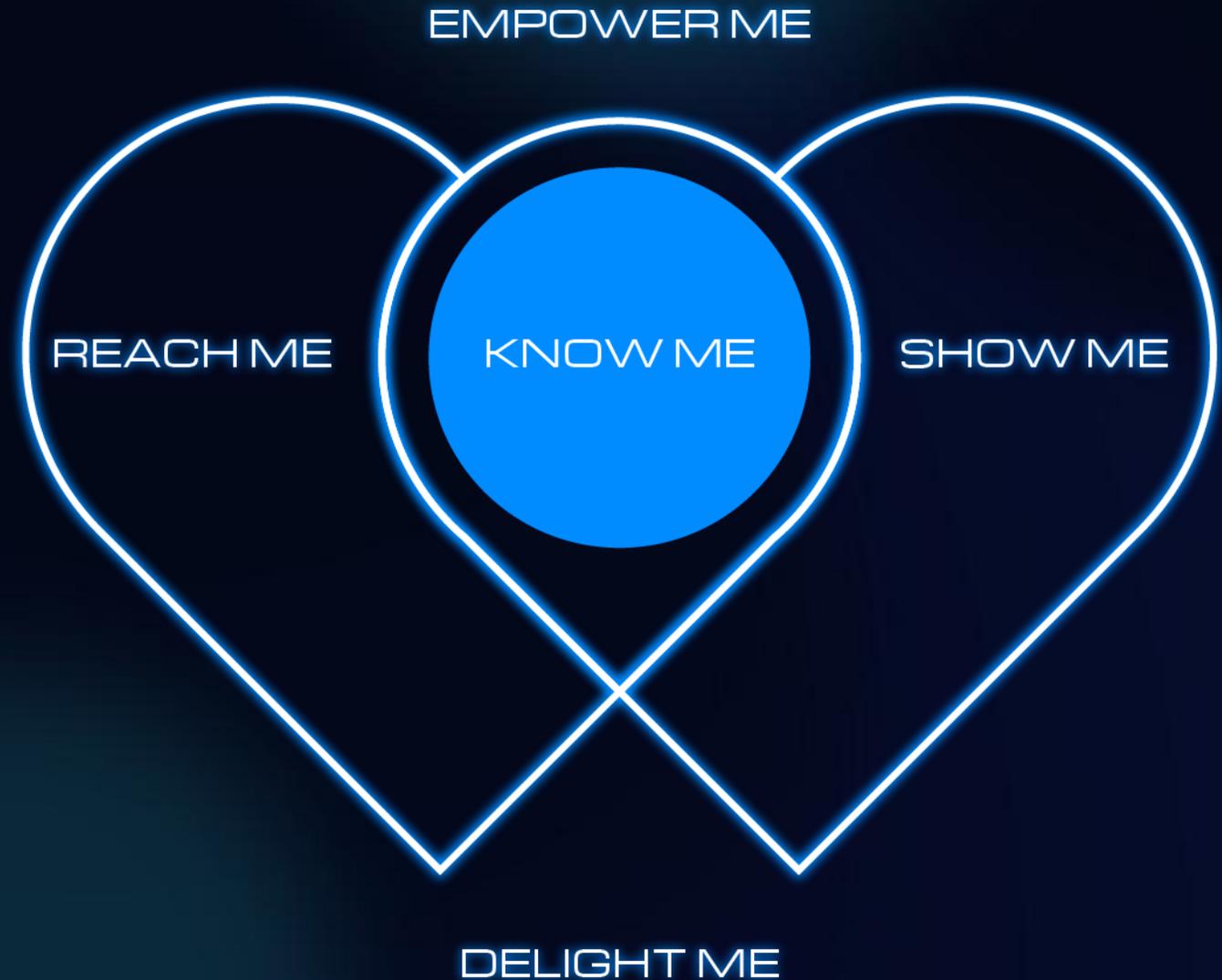


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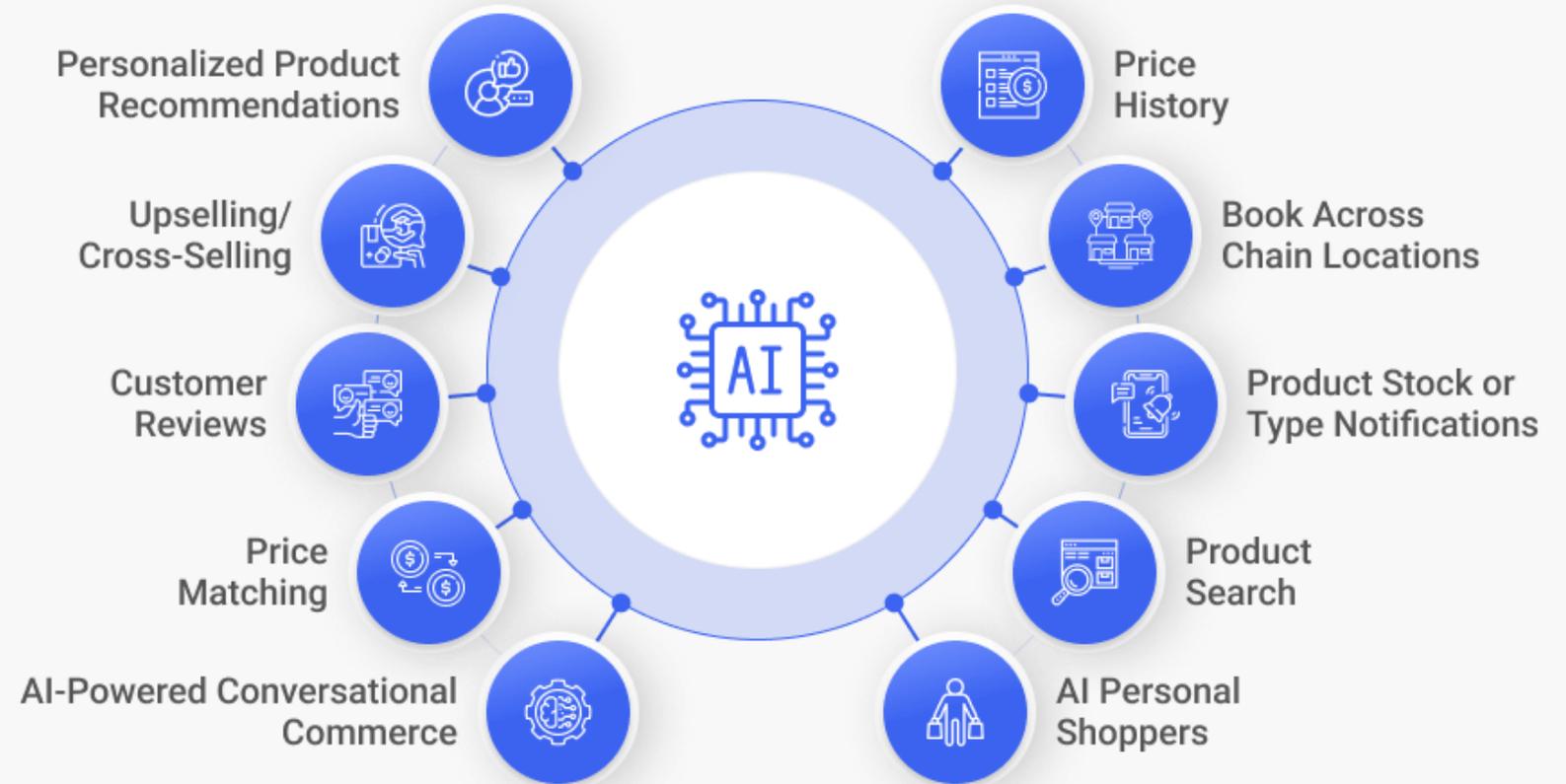


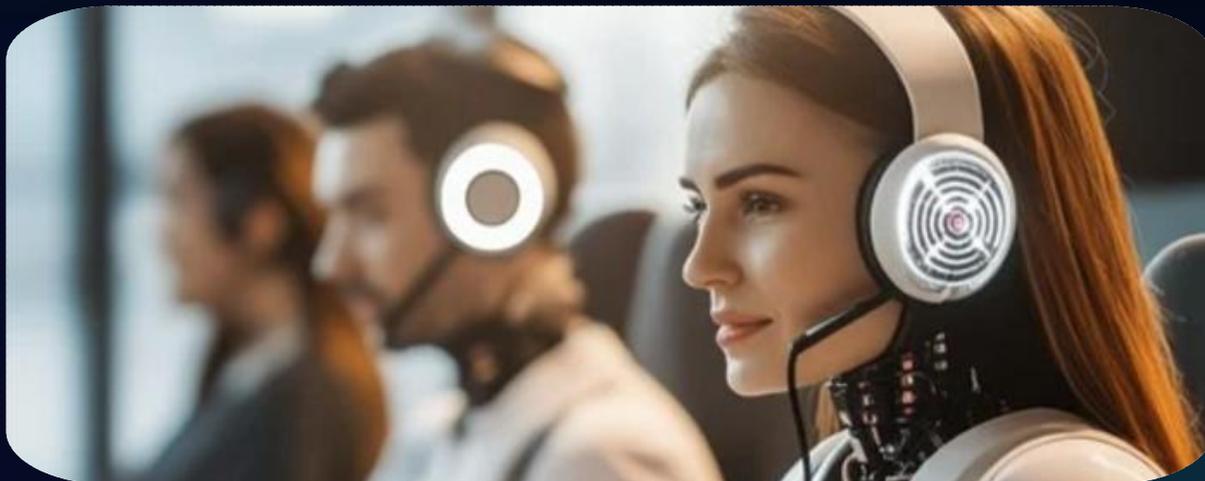
# The Five Promises of Personalization





# Hyper Personalization





Where's  
My Job?



## CHALLENGES OF AI ADOPTION IN MARKETING

Data Quality and  
Quantity

Integrate with  
Existing Systems

Ethical  
Considerations

Lack of Context

Factual Errors

Data Privacy  
Violations





# National AI Task Force Update

