



# SIGNALS

## A New Era for B2B Marketing

Artificial intelligence is redefining what's possible in marketing, creativity, and business growth. At Gravity Signals, industry leaders, innovators, and partners came together to explore how AI is shaping smarter strategies, more meaningful engagement, and measurable outcomes.

Hosted by Gravity Global, the event featured speakers from LinkedIn, Demandbase, and Sendoso, along with sessions from visionary brands like Computershare and HistoSonics. Together, we examined how AI is helping companies transform data into intelligence, content into connection, and creativity into business impact.

## 1. AI as a Business Enabler



Speaker

**Jeremy Lockhorn**, SVP Creative Technologies & Innovation - 4A's

AI is no longer experimental—it's operational. From predictive analytics to creative automation, AI is helping B2B marketers move faster and make smarter decisions.

- **76% of companies now use AI in daily marketing operations.**

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- The leaders are using it to **amplify**, not replace, human capability.

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- Success comes from pairing **data discipline** with **creative vision**.



### The takeaway

AI doesn't replace the marketer. It enhances the marketer's ability to think strategically, act quickly, and deliver value where it matters most.

## 2. The Creative Advantage: Human + Machine

### Speaker

**Rachel Young**, Senior Vice President, Head of Marketing – Computershare Corporate Trust

**Renata Florio**, Global Chief Creative Officer – Gravity Global

**Merrit Martin**, Creative Director – Gravity Global

AI is changing how ideas come to life—but human creativity remains the differentiator.

Computershare + Gravity Global shared how integrating AI tools like Midjourney accelerated conceiving and client alignment. By visualizing complex ideas faster, the team spent more time refining strategy and storytelling.



**AI is a creative accelerator. It gives us the ability to explore more ideas in less time—so we can focus on what truly moves people.**

— Merrit Martin, Gravity Global



### The key insight

AI speeds the process. Humans shape the meaning.



### 3. AI with Purpose: Innovation in Action



Speaker

**Joshua Stopek**, Vice President R&D - HistoSonics

**Mark Morse**, EMP Performance - Gravity Global

Innovation isn't just about technology—it's about intent.

**HistoSonics**, a pioneer in AI-powered healthcare, is using sound waves and machine learning to destroy cancer cells. Their story captured the event's central theme: when technology serves purpose, the impact is exponential.

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**We're using AI not just to predict outcomes, but to save lives.**

— Joshu Stopek, HistoSonics



This spirit of purposeful innovation resonated across the entire event—AI that doesn't just automate, but transforms.

## 4. Top AI Trends in B2B Marketing

AI is reshaping how B2B marketers target, personalize, and measure success. During our panel, leaders from LinkedIn, Demandbase, and Sendoso shared how they're applying AI within their platforms to create meaningful business results:

### Panel

LinkedIn - **Regina Dowdell**, Senior Content Solutions Consultant

Demandbase - **Harshal Dedhia**, VP of AI

Sendoso - **Austin Sandmeyer**, Director of Growth & GTM Engineering Strategy

### Moderator

Megan Klingaman, Gravity Global

- **LinkedIn**  
Using AI to personalize content and deliver campaigns that drive stronger engagement with decision-makers.

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- **Demandbase**  
Applying predictive intelligence to identify intent signals, prioritize accounts, and align marketing with sales.

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- **Sendoso**  
Combining data and AI to make gifting more relevant and human, strengthening authentic relationships in a digital world.



**Across all three, one message stood out**  
AI bridges the gap between creativity and commercial impact.

## 5. The Future of Marketing Intelligence



Speaker

**Josh Okun**, Chief Innovation Officer, Gravity Global

AI isn't a bolt-on—it's becoming the **operating system for marketing**.

Josh shared how Gravity is building an AI-first marketing architecture across five key layers:

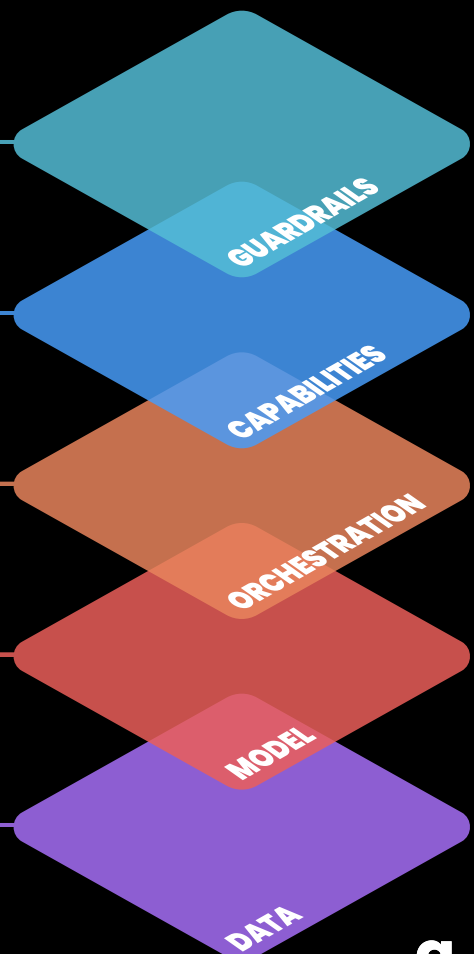
**Guardrails** – ensuring ethics, governance, and quality control

**Capabilities** – empowering people through AI-driven tools

**Orchestration** – connecting insights across channels and teams

**Modeling** – transforming inputs into predictive intelligence

**Data** – clean, connected, and structured for insight



## 6. Takeaways for B2B Leaders

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### **AI is now a growth lever**

Use it to enhance, not replace, your team's strengths.

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### **Creativity is the new differentiator**

Pair storytelling with intelligent tools.

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### **Data integrity drives value**

Pair storytelling with intelligent tools.

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### **Partnerships amplify progress**

Collaboration between platforms, partners, and agencies accelerates innovation.

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### **The buyer journey is evolving**

Visibility is shifting to conversational and AI-powered search—brands must adapt.

## What's Next

Gravity is continuing to invest in AI innovation—for our clients and within our own teams. Our next step: expanding our AI framework, building new internal enablement programs, and sharing our learnings across the industry.

We'll continue the conversation at **6sense Breakthrough**, where Gravity's leadership will explore how AI is powering the next wave of B2B growth.

## Final Word

At Gravity, we believe the future of marketing belongs to those who embrace both human insight and intelligent technology.

Signals Minneapolis was more than an event—it was proof that when creativity, data, and AI come together, transformation happens.

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## Gravity Global

Creating brand-to-demand impact in the age of intelligence.

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