

# Francesco Federico

## Speaker One-Sheet

Chief Marketing Officer, S&P Global · Author, *The Agentic CMO* and Cited.



---

Francesco Federico is Chief Marketing Officer at S&P Global and the author of *The Agentic CMO* and Cited. He writes about how marketing leaders orchestrate human and artificial intelligence as a unified force — drawing on twenty years of practice across S&P Global, JLL, Acer, Vodafone, and three Milan-founded start-ups. Named CMO to Watch 2025, Financial Narrative 50 Winner, and one of The Drum's Top 100 B2B CMOs.

## Signature Talks

---

### **The Agentic CMO: An Operating Manual for the AI Decade**

*Keynote · 30-45 minutes*

Most organisations are buying AI tools and waiting for transformation. The transformation is not arriving — because the gap is not technological, it is organisational. Francesco sets out the operating model, governance, and skill mix marketing leaders need to orchestrate human and artificial intelligence as a unified force. Named frameworks. Real implementations. No vendor pitches.

### **Cited or Forgotten: How Brands Earn Their Place in AI Answers**

*Keynote · 30-45 minutes*

Half of consumer queries already begin in an AI assistant. The brands optimised for the SEO web are invisible in the citation web. Francesco explains why traditional search optimisation fails inside ChatGPT, Gemini, and Perplexity — and what marketers must do now to be cited rather than ignored. Practical, evidence-led, immediately applicable.

### **Hybrid Intelligence: Designing the Marketing Function for an Agentic World**

*Fireside or extended keynote · 45-60 minutes*

The future of the marketing function is neither human-only nor automated. It is hybrid — humans orchestrating bounded autonomous agents inside a redesigned operating model. Francesco examines the three organisational shifts that separate marketing functions extracting value from AI from those merely consuming it: workflow redesign, governance architecture, and the skills inversion.

**Workshop option** — From Pilot to Scale: Building Marketing's AI Operating Model. 90-120 minutes for senior marketing teams. Participants leave with a 90-day implementation roadmap, a governance baseline, and the specific organisational moves required to escape pilot purgatory.

---

#### **AUDIENCE FIT**

C-suite and senior marketing  
Transformation leaders  
Financial services, B2B tech,  
professional services

#### **FORMAT OPTIONS**

Keynote (30-60 min)  
Fireside chat / interview  
Panel chair  
Closed-door workshop

#### **AV REQUIREMENTS**

Wireless lapel or headset mic  
HDMI from speaker laptop  
Confidence monitor preferred  
Slides supplied 16:9

**Recent appearances:** *On request. Full speaking history available at [francescofederico.com](https://francescofederico.com).*

**Booking & press:** [francesco@francescofederico.net](mailto:francesco@francescofederico.net) · [francescofederico.com](https://francescofederico.com)

---