

# Francesco Federico

## *Pull Quotes & Soundbites*

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Twenty pre-cleared quotes drawn from *The Agentic CMO, Cited.*, *Chronicles of Change*, and recorded talks. Use verbatim in coverage, social, sales decks, or pitch documents. Attribution as shown.

### ON THE AGENTIC ARGUMENT

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*“The gap is not technological. It is organisational.”*

— The Agentic CMO

*“Marketing leaders are buying AI capability faster than they are redesigning the function that consumes it.”*

— The Agentic CMO

*“Treating an agent as a tool is the most expensive organisational mistake of this decade.”*

— *Chronicles of Change*

*“The future of marketing is not automated. It is hybrid — and more human than ever.”*

— Keynote: The Agentic CMO

*“Most marketing functions are stuck in pilot purgatory — small wins, no compounding, no return that scales.”*

— The Agentic CMO

### ON IMPLEMENTATION DISCIPLINE

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*“Run AI as a transformation programme, not a procurement exercise.”*

— The Agentic CMO

*“Redesign the workflow, define the human-agent split, set the governance — then buy. The order matters.”*

— *Chronicles of Change*

*“Most organisations skip Crawl, fail at Walk, and call themselves Run.”*

— The Agentic CMO

*“Catch up by design, not by speed.”*

— Chronicles of Change

*“Pilots are easy. Pilots that compound are not.”*

— Keynote: The Agentic CMO

## ON THE FUTURE OF THE MARKETING FUNCTION

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*“Marketing operations becomes the most valuable team in the function — they build the orchestration layer.”*

— The Agentic CMO

*“The marketing function shrinks in headcount and grows in influence.”*

— Chronicles of Change

*“The agents produce. The humans curate. The CMO governs.”*

— Keynote: Hybrid Intelligence

## ON THE CITATION WEB

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*“The brands optimised for the SEO web are invisible in the citation web.”*

— Cited.

*“If your brand is not in the AI’s answer, you are not in the customer’s consideration set.”*

— Cited.

*“Generative engine optimisation is not magic. It is a set of named techniques applied with rigour.”*

— Cited.

## ON RISK

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*“Hollowing out is the real risk: cuts before capability, then collapse.”*

— Chronicles of Change

*“The cost saving turns negative inside eighteen months.”*

— Keynote: The Agentic CMO

## ON DISCIPLINE & METHOD

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*“Discipline beats hype. It always has.”*

— Chronicles of Change

*“If a thesis cannot survive in front of fifteen thousand senior practitioners every week, it does not belong in a book.”*

— Interview, 2025

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