

– Alexa, do this presentation!

Bruno Scaravelli

Marketing executive advocate
to use AI in everything.

AI is not stealing jobs... They just hate boring tasks

(How AI & Automation can actually make us more human at work)

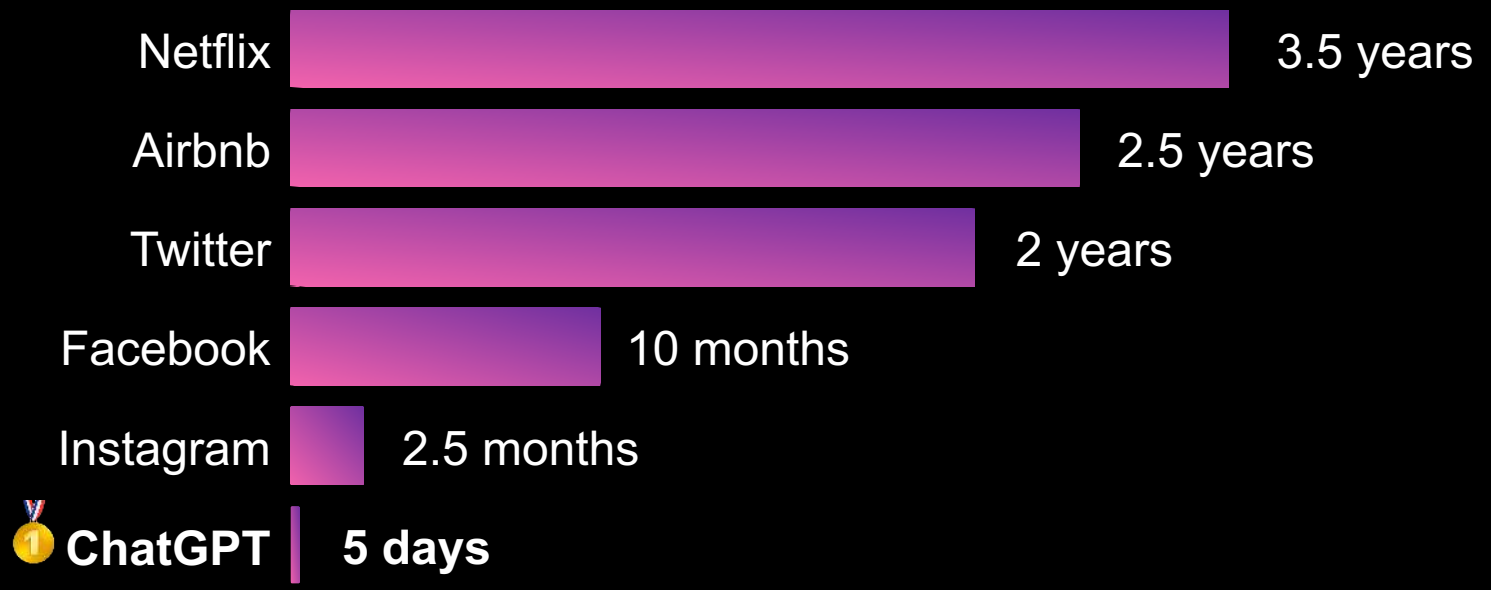


WE LIVE IN A WORLD WHERE👇

THE MOST AGILE WINS

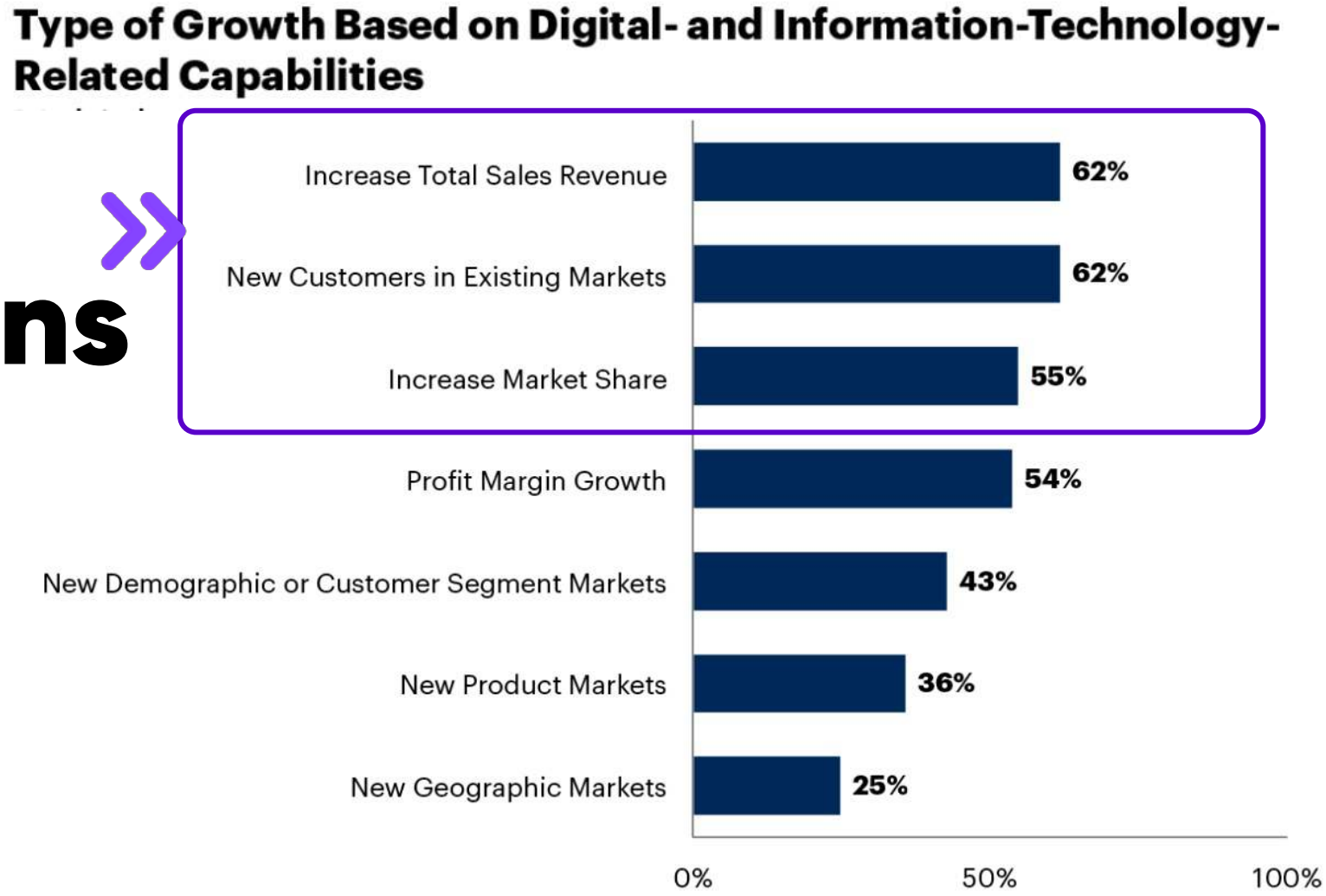


AND "THINGS" ARE SCALING REALLY FAST | **TIME TO ONE MILLION USERS**



Gartner

CEOs' expectations for the coming years



AI was already in **our life!**

- AI KNOWS WHAT YOU LIKE
- EVERYDAY SMARTPHONE
- FINANCE & SECURITY



Machine Learning → Systems learning from patterns

Automation → logic and workflows reducing tasks

Generative AI → creating new content (text, image, code)

❌ A magic button for productivity

❌ A human replacement

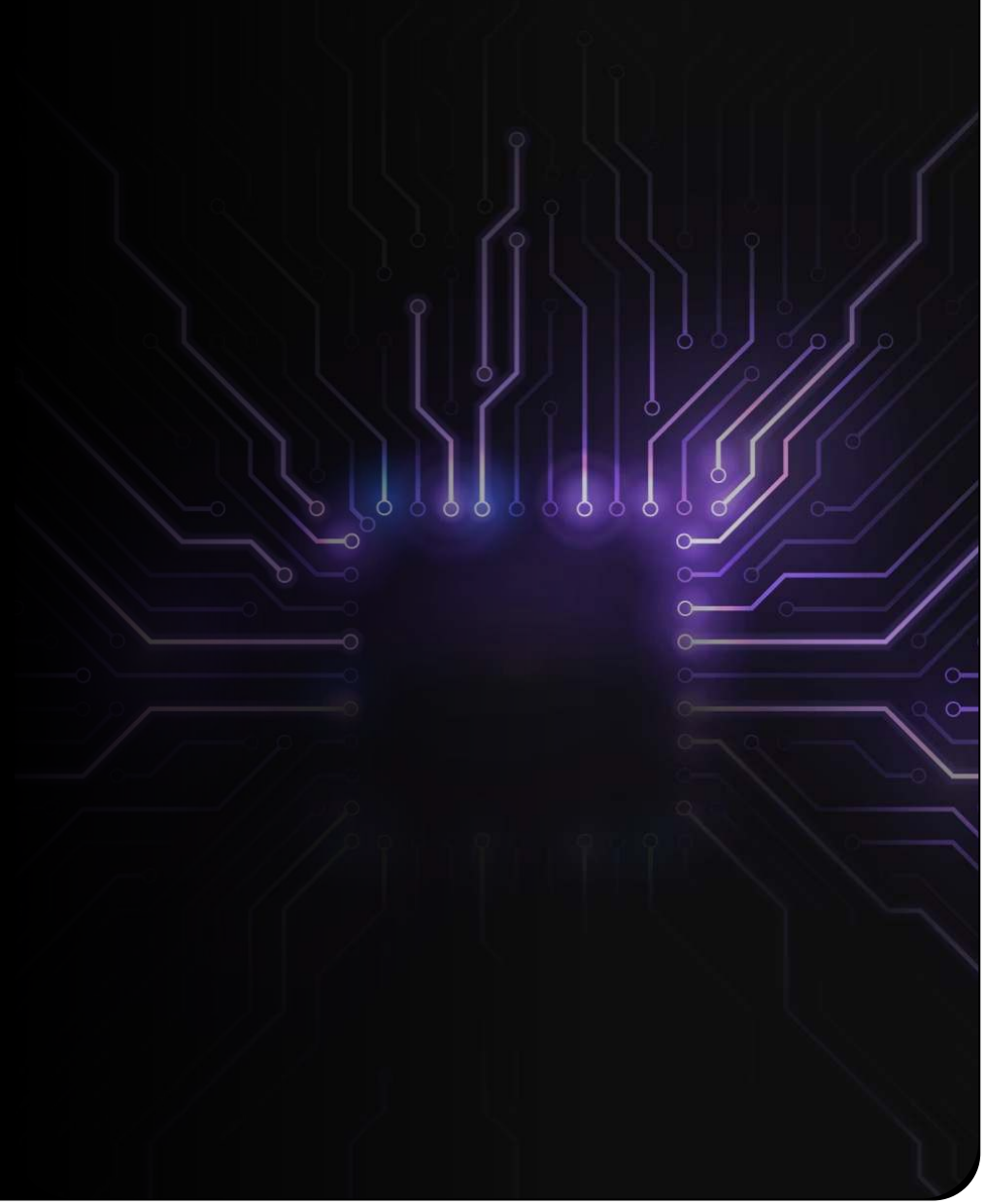
❌ Reliable without governance or ethics

The Big Picture: What AI Really Is (and Isn't)

Artificial Intelligence is about replacing scaling intelligence and automating the boring stuff.

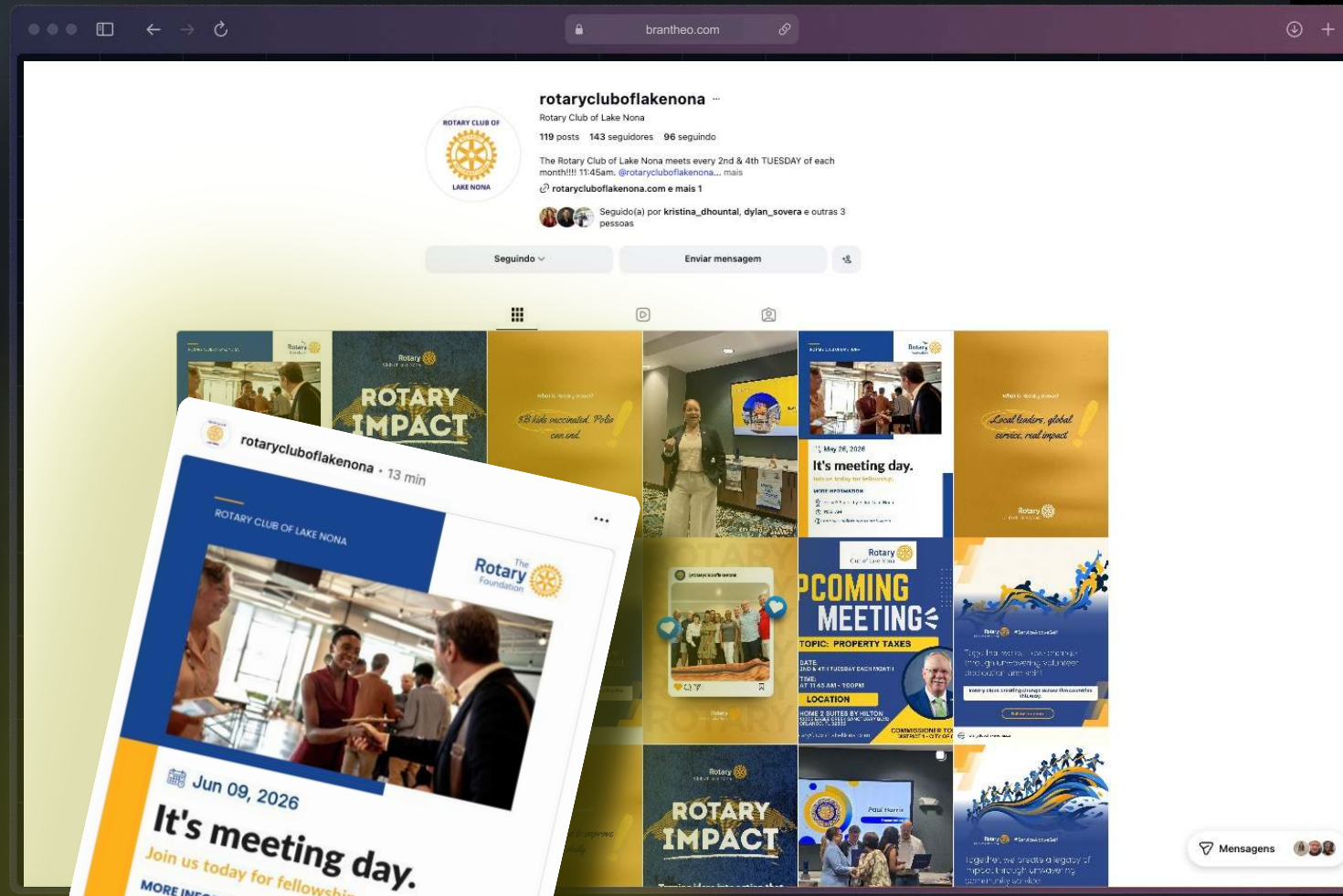
Case Studies: **Marketing + AI** & **automation**

- Automate → Newsletter | Social Post
- Outreach calls → Better CRM
- Generative videos and images



PRESENTATION — Social

80% of **ROTARY OF LAKE NONA** SOCIAL **POSTS** ARE AUTOMATED



INBOUND — AI Caller

AN OPPORTUNITY IS NOT MISSED. **IT CHANGES OWNERSHIP!**

Immediate call | *Get info = Qualify* | *Sync Calendar* | ***More Conversions***

* Lead Response Research, reviewed over 55 million sales activities on 5.7 million inbound leads at 400+ companies and found that 57.1% of first call attempts occur after more than a week. After just 5 minutes, conversion rates drop by 8X. That's a lot of missed revenue.

BRANTHEO

All Done With AI

Never Miss Another Booking
While You're with a Client.





Want this **PDF?**

- Here is the **FULL FILE** ➜

✓ One **demo call** from our AI

✓ No spam. **Reply STOP** anytime.

✓ Your number is **never sold** or shared.

Remember: AI **does not** dream!

They just repeat what they are told so!

🤝 **Empathy & Creativity** → Machines can't connect emotionally or imagine new possibilities.

🧩 **Decision Making** → AI gives data; humans give context and judgment.

💬 **Communication** → Before B2B, B2C, we still have H2H, storytelling, and collaboration