

Live Webinar

# The Salesforce Way of Marketing in the AI Era

November 21, 2024



*Featuring:*

**Shoko Suzuki**, SVP, Chief Marketing Officer, Salesforce Japan Co., Ltd

*Moderator:*

**Dr. Yumiko Shimabukuro**, Faculty, School of International and Public Affairs, Columbia University; Co-Founder, Japanese Management Leadership Program, CJEB

*Notes:*

This event was off the record, and we were unable to accommodate media representatives. A recording of the event will not be made public. This webinar was part of CJEB's [Japanese Management Leadership Program](#).

Ms. Suzuki joined Salesforce as Chief Marketing Officer for Japan and Korea in 2020. Her speech contextualized the way AI is reinventing marketing and positioned now as the time for setting successful marketing strategies in motion. She shared the trends, priorities, and challenges impacting marketers today. She also discussed how Salesforce is helping customers in Japan and abroad accelerate their success in the age of AI through cutting-edge technologies. The live webinar concluded with an audience Q&A.