

Hello!



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VP, Product Experience

Contentful

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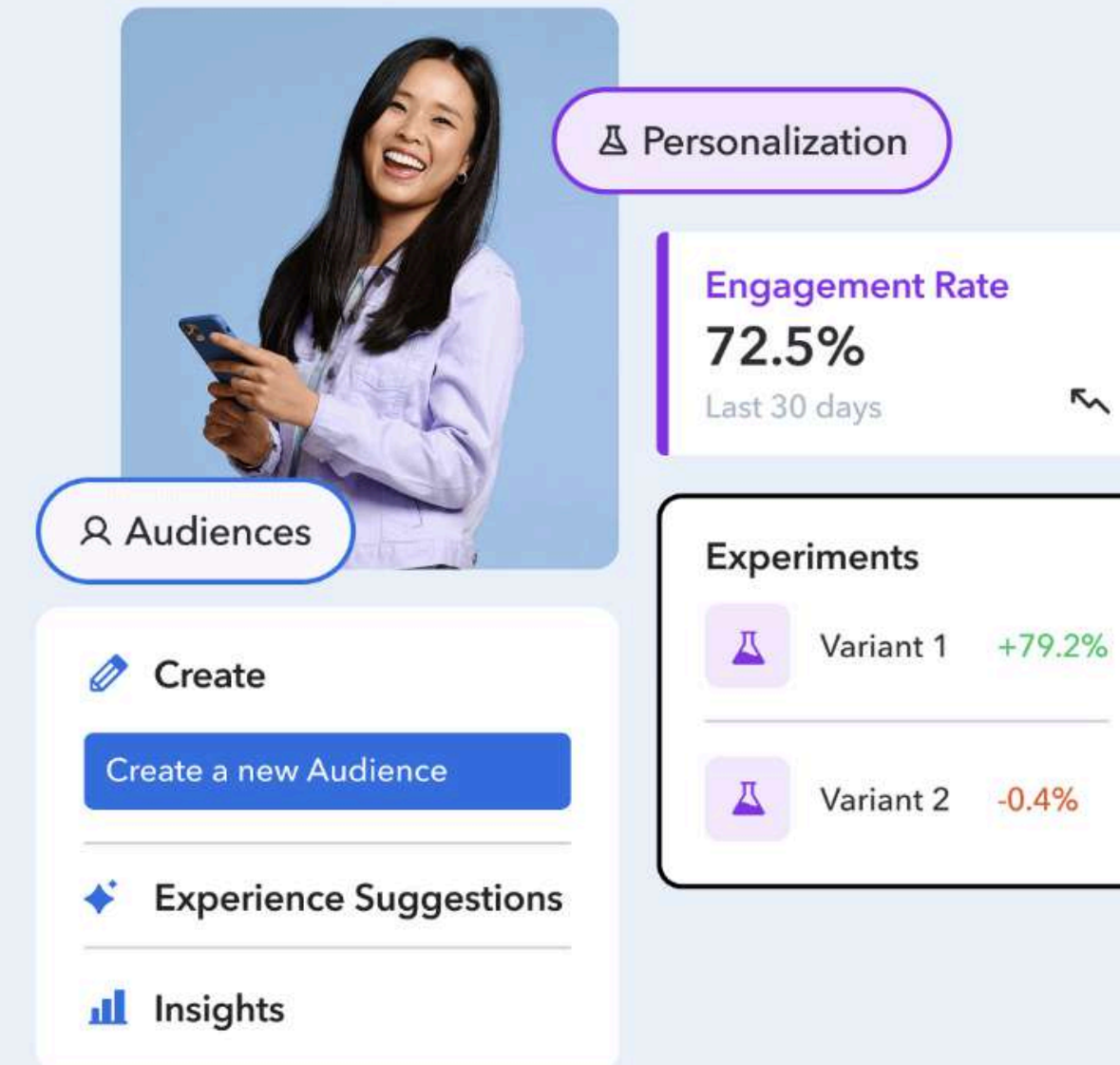


Next-gen digital experiences >

Content that scales. Experiences that convert.

While other digital experience platforms slow you down, we set you free.
We take the stress out of managing and delivering personalized content—
because headaches don't belong here.

Explore Contentful DXP



KraftHeinz

78% increased
conversion rate

sumup

20+ languages
supported

**INTUIT
mailchimp**

10x increase in content
production

BIGCOMMERCE

77% increase in blog
production

from a Headless CMS ... to an AI optimised, DXP



Who moved my roadmap?

Or how I learned to stop worrying & love the 💥 change



Who moved my roadmap?

Or 3 'once in a career' seismic changes 🤯

One of the most successful
Daily Telegraph

Who Moved My Cheese?

An Amazing Way to



Deal With Change

In Your Work and In Your Life

Cheese?

DR SPENCER JOHNSON

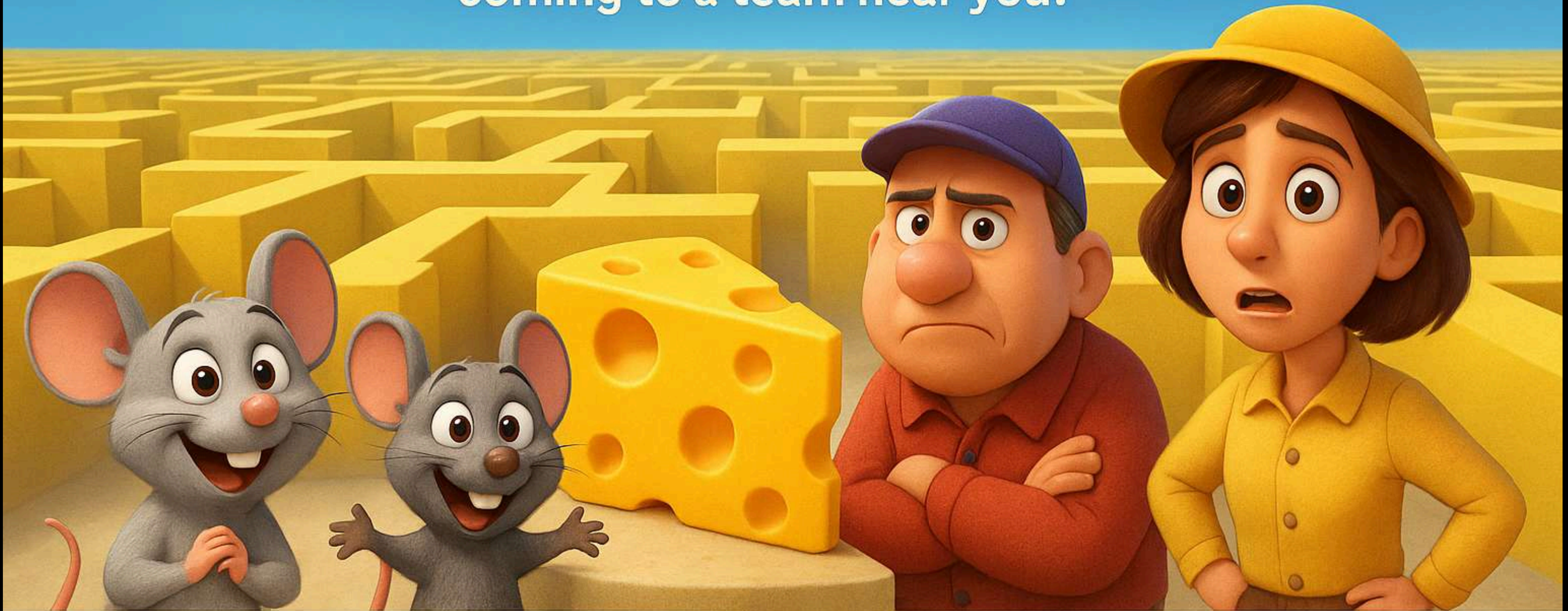
Foreword by KENNETH BLANCHARD PH.D.
From the best-selling author of
The One Minute Manager

WHO MOVED MY CHEESE?

DR SPENCER JOHNSON

WHO MOVED MY ROADMAP?

coming to a team near you!



Sniff

- Innovator

Senses minute changes

Scurry

- Quick to Adapt

Never settles

Hem

- Loves Stability

Hates to change

Haw

- Observer

Startled by Change

OK. Create 6 variants, with colour, character and composition variants too (keep the character traits) for each of the 6 titles :

WHO MOVED MY BOSS?

WHO MOVED MY JOB?

WHO MOVED MY RELATIONSHIP?

WHO MOVED MY TARIFFS?

WHO MOVED MY START UP?

WHO MOVED MY CEO?

WHO MOVED MY BOSS?

coming to a team near you!



Character	Role	Personality
Sniff	Innovator	Senses minute changes
Scurry	Quick to adapt	Never settles
Haw	Loves Stability	
Hem	Loves Stability	Hates to change

coming to team near you!

WHO MOVED MY START UP?

coming to a team near you!



Character	Role	Personality
Sniff	Innovaotor	Senses minute changes
Hem	Loves Stability	Hates change
Scurry	Quick to Adapt	Never settles
Haw	Observer	Startled by change

WHO MOVED MY TARIFFSS?

coming to a market near you!



Character	Role	Personality
Sniff	Innovator	Senses little changes
Scurry	Quick to Adapt	Never settles
Hem	Loves Stability	Hates change
Haw	Observer	Startled by change

Classic GPT Typo

WHO MOVED MY RELATIONSHIP?

coming to a team near you!



Character	Role	Personality
Sniff	Innovator	Senses minute
Scurry	Quick to Adapt	Never settles
Hem	Loves Stability	Hates change
Haw	Observer	Startled by Change

WHO MOVED MY CEO?

coming to a team near you!



Character	Role	Personality
Sniff	Innovator	
Scurry	Quick to Adapt	Never settles
Hem	Loves Stability	Hates change
Haw	Observer	Startled by Change

WHO MOVED MY JOB?

coming to a team near you!



Character	Role	Personality
Sniff	Innovator	Senses minute changes
Scurry	Quick to Adapt	Never settles
Hem	Loves Stability	Hates change
Haw	Observer	Startled by change

- 1 **Change is inevitable**
- 2 **Different people react differently**
- 3 **Our response to it determines our fate**
- 4 **The power of embracing change**
- 5 **The "Handwriting on the Wall"**



**‘Once in a generation’ change seems to
be happening every 5-10 years 🧐**

Embrace it
Expect it
Enjoy it



a little bit of history

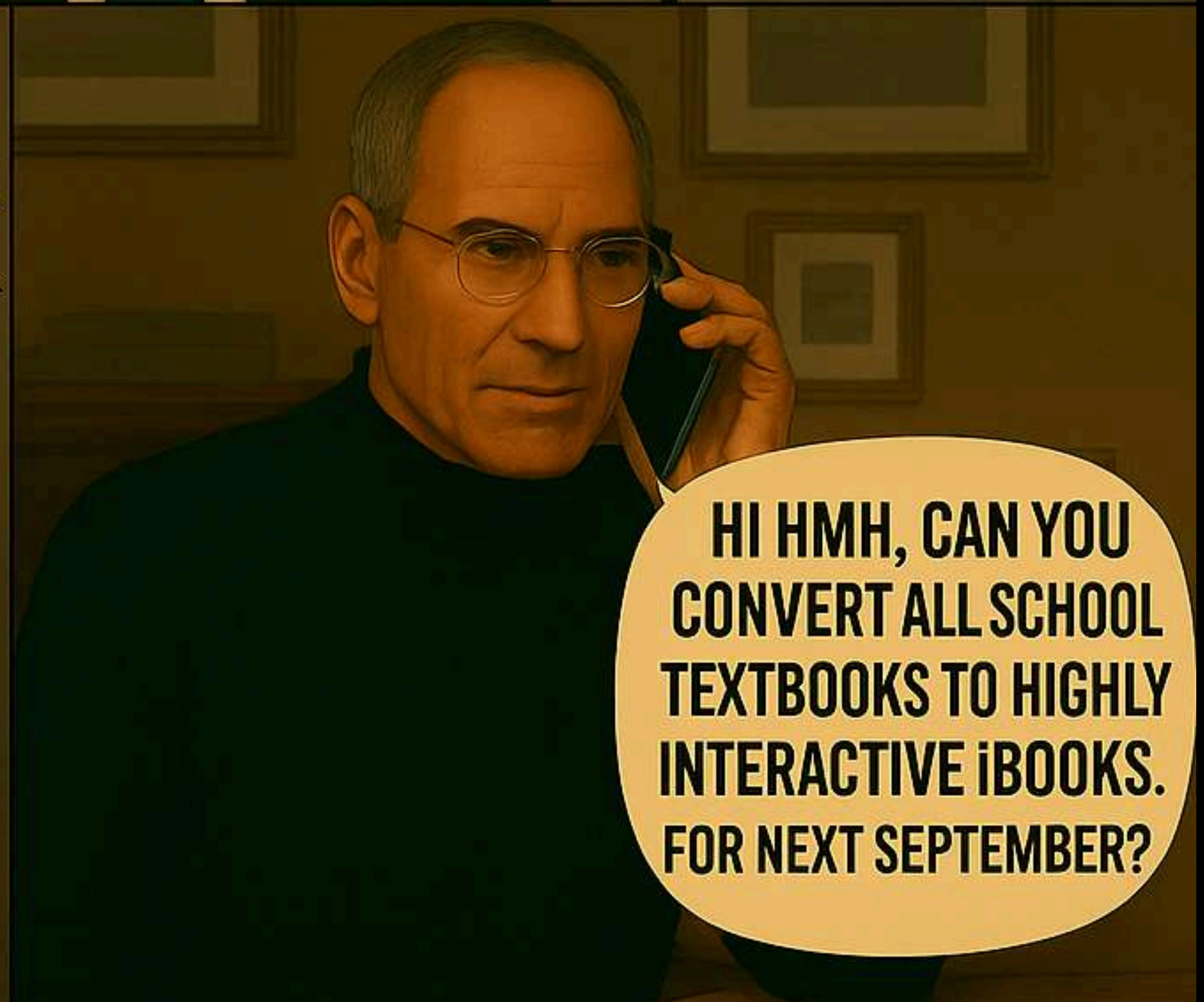
2010

Joined E-Learning company Riverdeep / HMM 🇮🇪

Flash based content and pre-iPad.

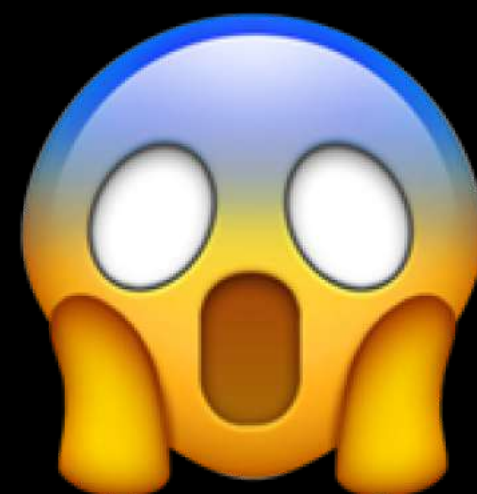


And then this happened



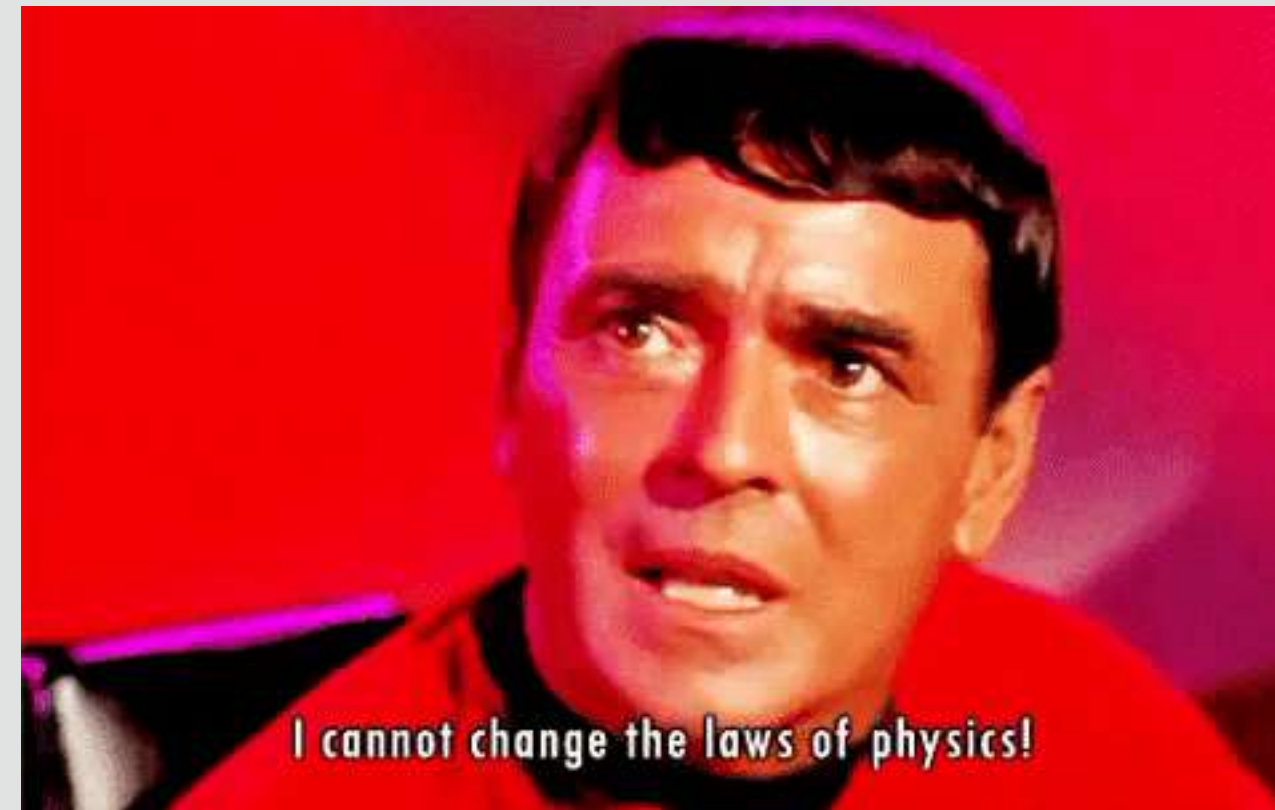


or

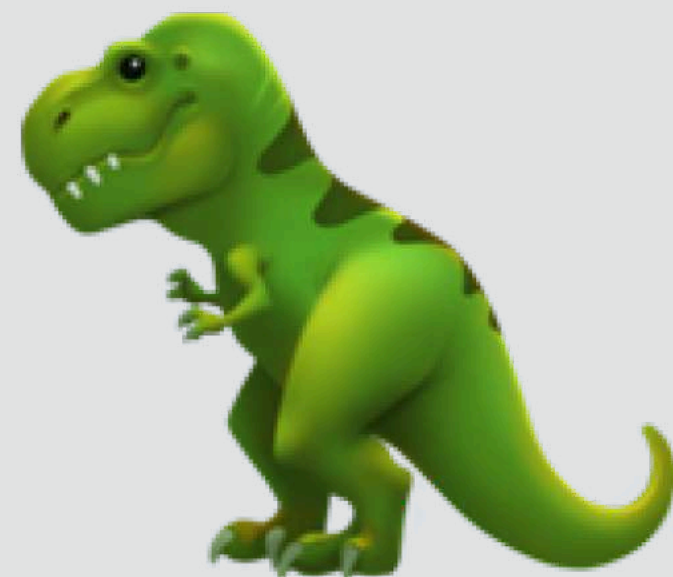




#1 Different people react differently



#1 Different people react differently



Designosaur

noun

di'zainə.sɔ:r

What is the best that could happen? 🌟

Beautiful interactive **iBooks**

Shifted from print design & established a **UX team**

Apple App store **hall of fame**



Featured Hall of Fame

New Inductees See All >

			
Foursquare Social Netwo... FREE	The World E... Games \$17.99	Curious Geo... Education \$0.99	Things Productiv... \$9.99

Apps See All >

			
Instagram Photo & Video FREE	Evernote Productivity FREE	Apple Store Lifestyle FREE	Pandora Music FREE

Apple App Store
Hall of Fame

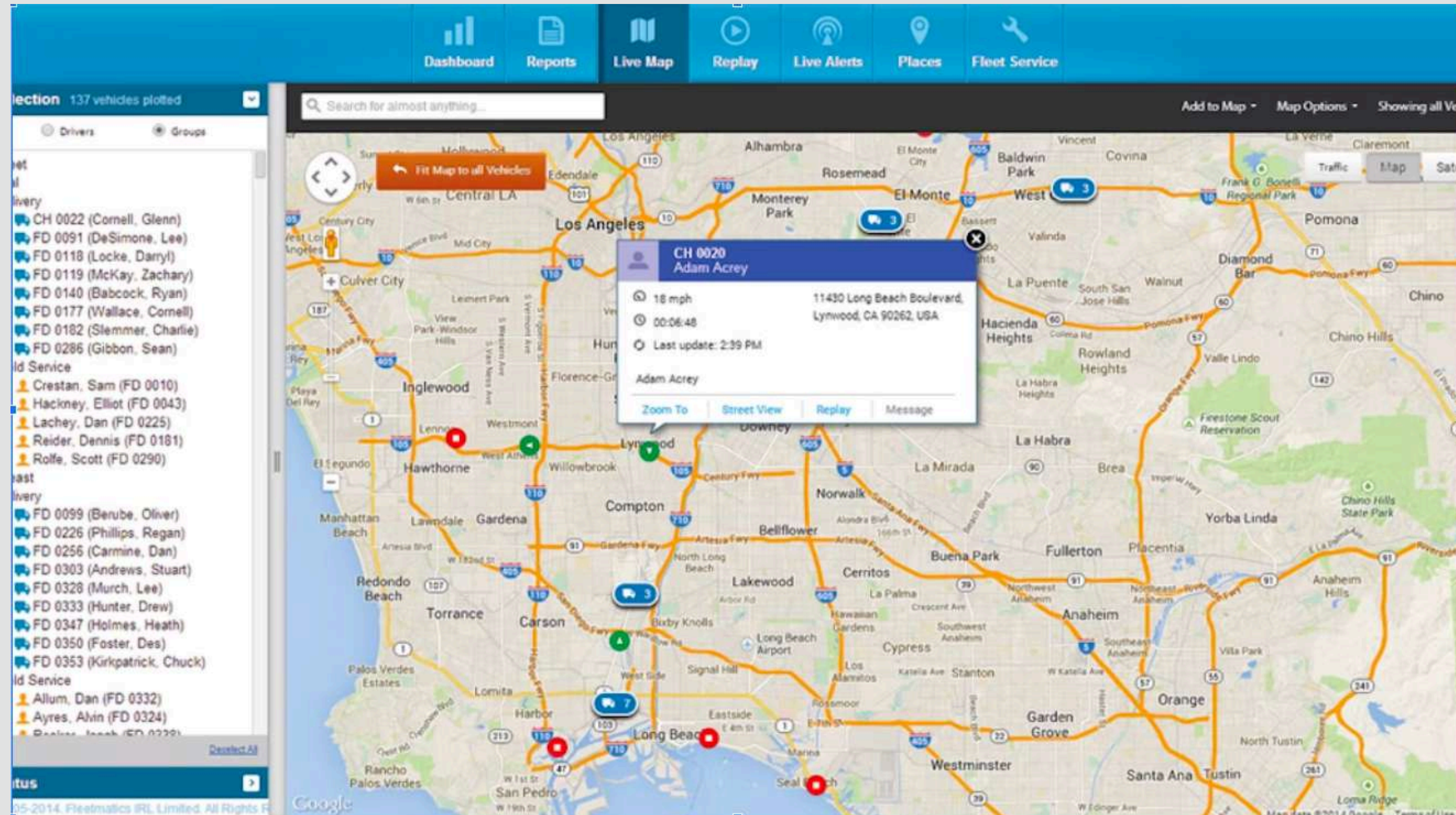


fast forward 6 years

2016

Joined Fleetmatics / Verizon Connect

Build a UX team & transform the product experience



And then this happened (again?!)

VERIZON'S BUYING SPREE

 Fleetmatics

\$2.4B

 Telogis

UNDISCLOSED

YAHOO!

\$4.8B



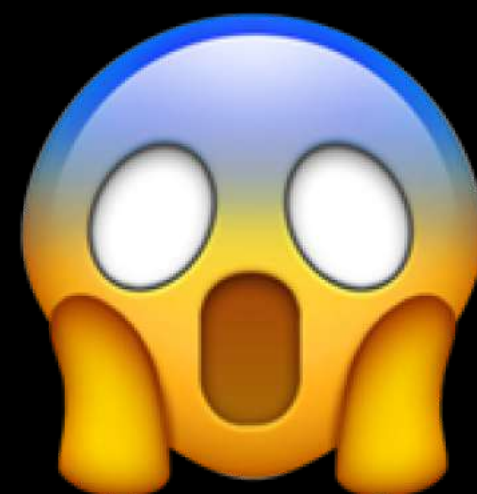
\$4.4B

**CLOSING
BELL**

 **CNBC**



or



What is the best that could happen? 🌟

UX Team **grew from 2 to 25 to 80** across 3 continents

Investment in **AI Dashcams** and Computer Vision

5G and edge computing landed







#2 The power of embracing change

“History doesn't repeat itself,
but it often rhymes”

– Mark Twaine

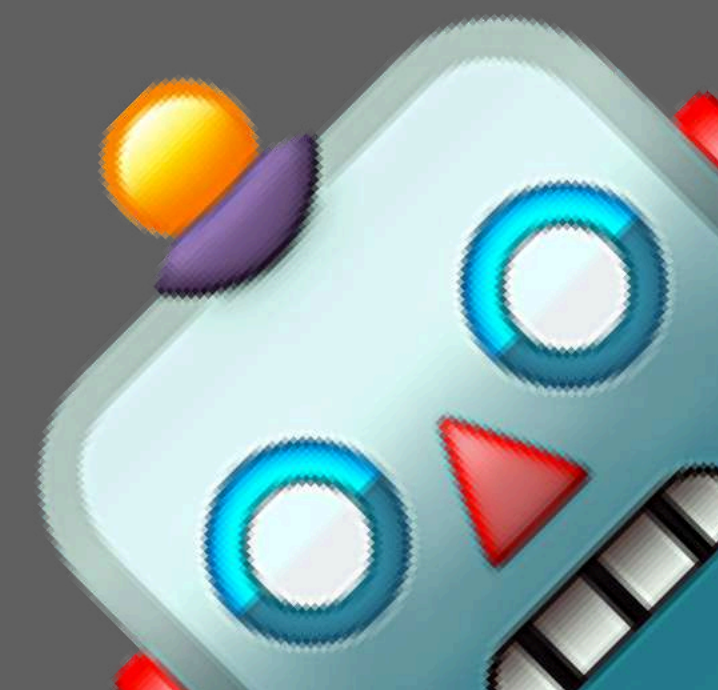


Back to the Future :-)

Joined Contentful in 2023

1 month in & then this happened

GA
2023



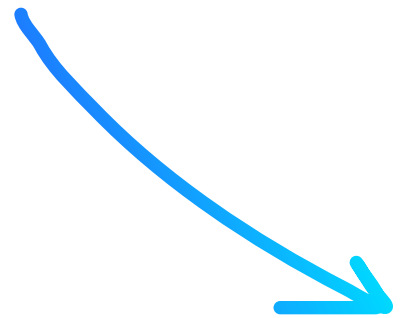


What is GAI generating?

**Opportunity
Investment
Fear
Change
Innovation
Content
Velocity
Creativity
Transformation
Chaos
Excitement**

Opportunity
Investment
Fear
Change
Innovation
Content
Velocity
Creativity
Transformation
Chaos
Excitement

Perfect timing, eh!?





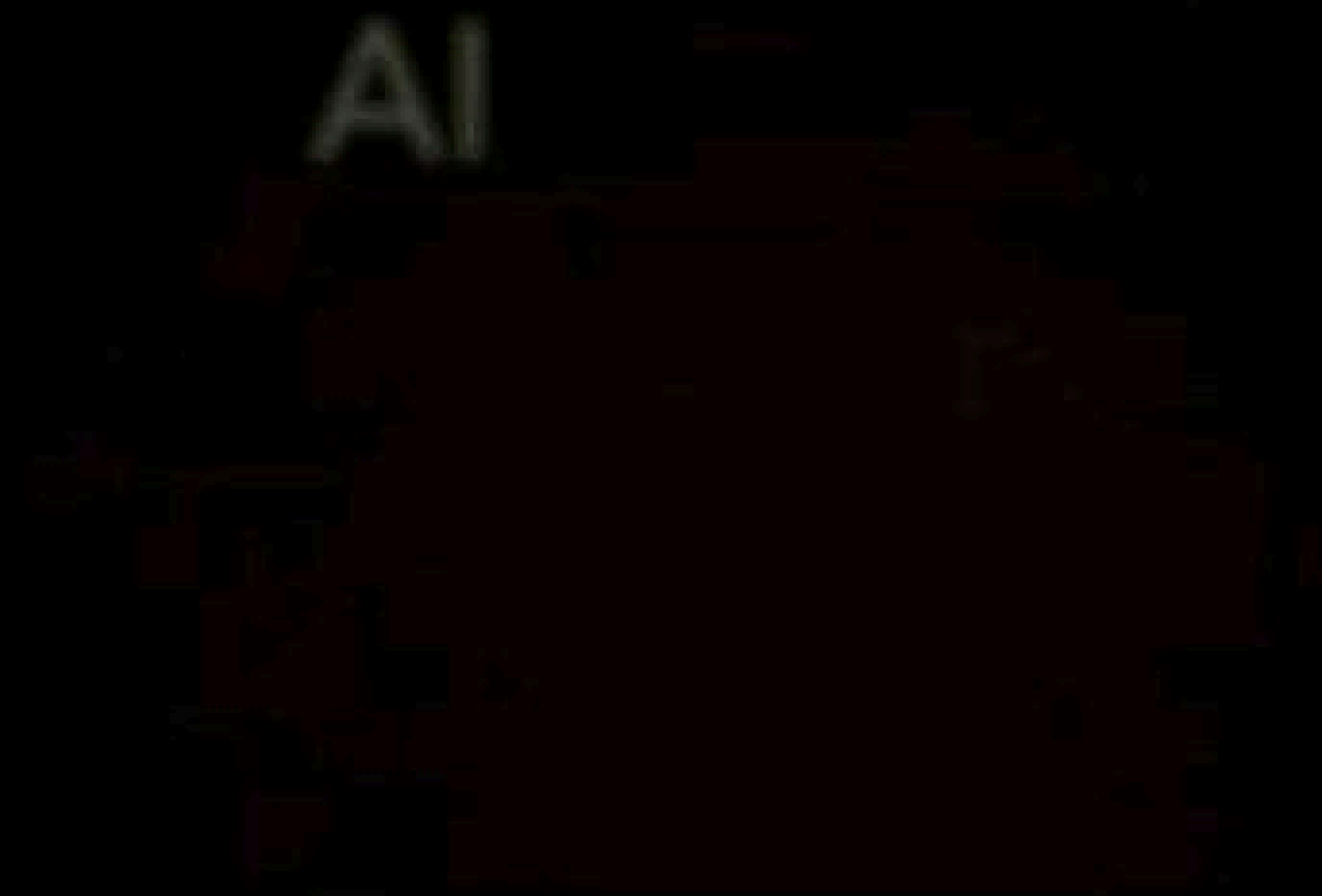
or





Imagine a world where

AI





Strategic Directional North Star concepts



Tactical team-level concepts

This is where the magic happens!

Design Sprints

Rock 🤘!

1

Answer my help and capabilities questions that come up as I am working

2

Rewrite content based on tone, style and brand guidelines

3

Generate variations of content and experiences for specific target audiences and customer journey stages

4

Execute various content management tasks (updating entries, deleting, duplicating)

5

Retrieve content based on my own description or prompt

6

Generate SEO keywords and SEO descriptions

7

Facilitate collaboration: Assign tasks, facilitate conversations, adapt workflow steps

8

Translate and localize content for different markets

9

Automate content modeling based on content requirements

10

Generate and edit images

11

Generate alt text for images

8

Translate and localize content for different markets

6

Generate SEO keywords and SEO descriptions

11

Generate alt text for images

Top 3

Small use cases
BIG impact

Conversational v Contextual AI

Marketing Websitemaster

HomeContent modelContentMediaApps

Homepage

German (Germany)

Page titleHomepage

Title – English (United States)

We wanted banking to be simple So we rebuilt it from the ground up

Title – German (Germany)

Wir wollten, dass Banking einfach wird. Also haben wir es von Grund auf neu aufgebaut.

Can you make it a bit shorter?

RewriteTry againDiscard

Normal text

Coin cards offer great rates, personalized services, and exclusive perks helping you manage your money.

Hero description - German (Germany)

Normal text

Coin-Karten bieten attraktive Zinssätze, personalisierte Dienstleistungen und exklusive Vorteile, um Ihnen bei der Verwaltung Ihres Geldes zu helfen.

CoinCOLORFUL

Wir wollten, dass Banking einfach wird. Also haben wir es von Grund auf neu aufgebaut.

Coin-Karten bieten attraktive Zinssätze, personalisierte Dienstleistungen und exklusive Vorteile, um Ihnen bei der Verwaltung Ihres Geldes zu helfen.

Germany

Germany

oinORFUL

wollten, dass Banking einfach wird. Also haben wir es von Grund auf neu aufgebaut.

Karten bieten attraktive Zinssätze, personalisierte Dienstleistungen und exklusive Vorteile, um Ihnen bei der Verwaltung Ihres Geldes zu helfen.

AI Assistant

this 🏖️ Landing Page entry:

🏖️ Landing Page

Homepage

Open in live preview

translate all to german

Of course, do you want to translate this entry only or all 14 references?

Just this entry

Sure.

Finished working

Review

The entries have been translated successfully and are ready for review.

preview in german

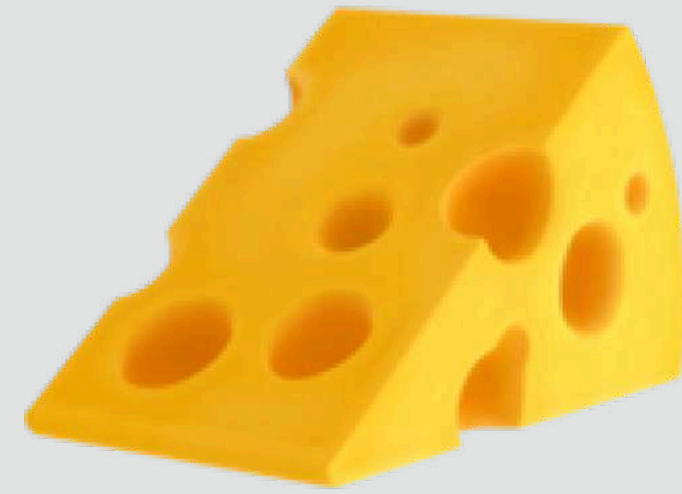
Certainly! Switching preview to German.

title in german is too long

Accept all

Cancel all changes

Ask anything...



#3 Our response to it determines our fate

AI Actions Translations Automations Agentic

*An evolving and maturing
AI First strategy
with our customers*

Cheesy Summary :

- 1 **Change is inevitable**
- 2 **Different people react differently**
- 3 **Our response to it determines our fate**
- 4 **The power of embracing change**
- 5 **The "Handwriting on the Wall"**



“ Whether you think you can,
or you think you can't - you're right. ”

- Henry Ford