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BUSINESS & DIGITAL TRANSFORMATION LEADERS



# PLAYBOOK TO WIN IN AN AI AGE: AN ENTERPRISE USE CASE VIEW

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**IA FORUM**  
Collectively Driving Digital Transformation Excellence



## SPEAKER BIO



Sudhanshu is an accomplished Fortune 50 C-suite leader in Digital Technology, Data, AI and Business Transformation. Seasoned business technology leader 8x Top CIO award-winning global leader creating value in consumer goods, retail, media, startups & tech industry with 19 years experience .Thought leader ,2000 C-Suites in Forbes Technology Council, Virtual Advisory Board & IA Forum.

He has a proven record of delivering \$9B+ enterprise value creation leading board level transformations in 100+ markets, 10 P&G categories including P&G restructuring , multi geography integrations, commercial redesign, M&As , enterprise wide simplification, digital/data strategy across household care, beauty care, baby & feminine care and oral and health care categories at Procter & Gamble (P&G), leading IT, Data, Digital and Business transformation across brands in the Asia Pacific, Middle East and Africa regions, where he held roles as CIO, CDIO and CTO part of AMA Executive Board at P&G.

Sudhanshu's leadership experience spans working with Fortune 500 companies, guiding startups to growth and advising governments on building their digital acumen. He is a strategic advisor and venturing into his next CDIO adventure and would love to connect with fellow IA Forum members who feel they might wish to leveraging his expertise for executive, board and advisory positions.

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## Today's Objective:

- Share Experiences on Playing to Win in AI age
- Cover an AI playbook with lessons from CPG

# Playbook to Win in the AI Age: Introduction

- The consumer goods industry is undergoing a seismic shift, with AI redefining traditional models.
- Companies are transforming into “**agentic enterprises**” - proactive, self-optimizing organizations where AI acts as a co-pilot in decision-making.
- To thrive, businesses must reimagine scaling strategies, talent development, and technology investments.
- Leaders like **P&G**, **Unilever**, and **Coca-Cola** are future-proofing their operations with an evolved **AI Playbook**.



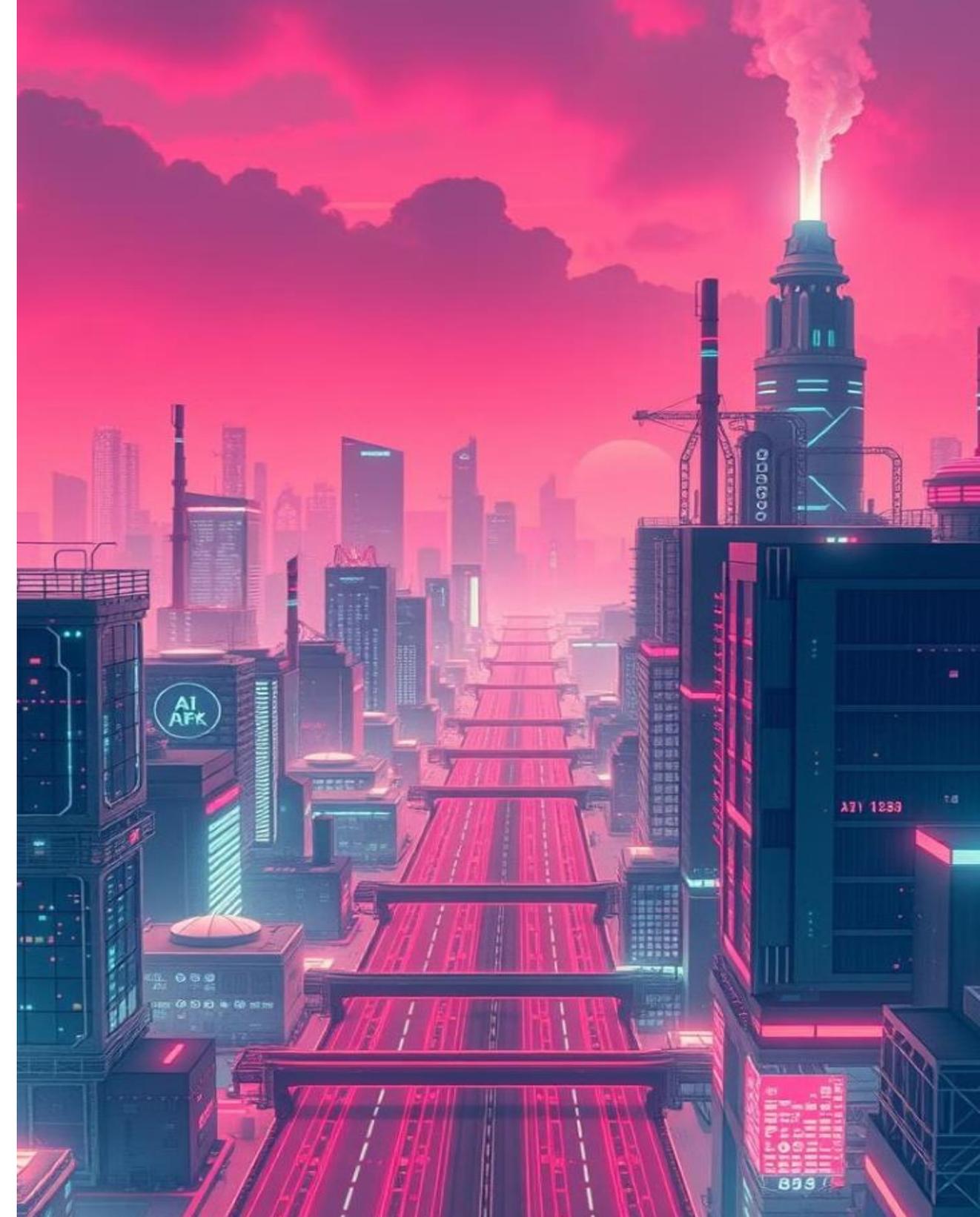
## “AI Playbook to Win”

“AI is the Operating system for Enterprise Value Creation and is constantly being upgraded. What value we can get from this operating system is up to us.”

**FROM:** Predictive AI

**TO:** Generative AI

**EVOLVING TO:** Agentic “Perceptive” AI





# The 7-1 AI Playbook: (1) Core Infrastructure

## Scalable and Adaptive Backbone

Agentic enterprises require infrastructure that supports autonomous AI systems. P&G's "Connected Home" & "AI factory" uses IoT sensors and AI algorithms to enable real-time adjustments in innovation & GTM reducing costs by 50%.

## AI-Powered Procurement

Similarly, Unilever's AI-powered procurement platform autonomously negotiates with suppliers, optimizing costs and sustainability metrics.

**Lesson: Build cloud-native, modular systems with strong data foundations that allow AI agents to self-optimize processes.**

# The 7-1 AI Playbook: (2) Insights

1

## Predictive and Prescriptive Analytics

AI must evolve from reporting trends to prescribing actions. P&G's "AI Studio" platform uses Generative AI to simulate consumer behavior, guiding Brand & R&D investments.

2

## Faster Go-to-Market

AI predicts the execution opportunity enabling 30% faster & cheaper go to market

Lesson: Shift from descriptive to *prescriptive* insights, where AI recommends strategic moves & prescriptive AI where AI can automate tasks with agents





# The 7-1 AI Playbook: (3) Integration

## End-to-End Connected Ecosystems

Agentic enterprises break silos by design. P&G's Supply Chain 3.0 integrates AI agents across R&D, manufacturing, and logistics, enabling autonomous rerouting of shipments during disruptions.

## AI Marketing Orchestrator

Coca-Cola's AI "Marketing Orchestrator" syncs campaign data with retail partners to dynamically adjust promotions.

**Lesson: Embed AI agents into cross-functional workflows for autonomous coordination.**

# The 7-1 AI Playbook:

## (4) Intelligence



### Generative AI and Autonomous Agents

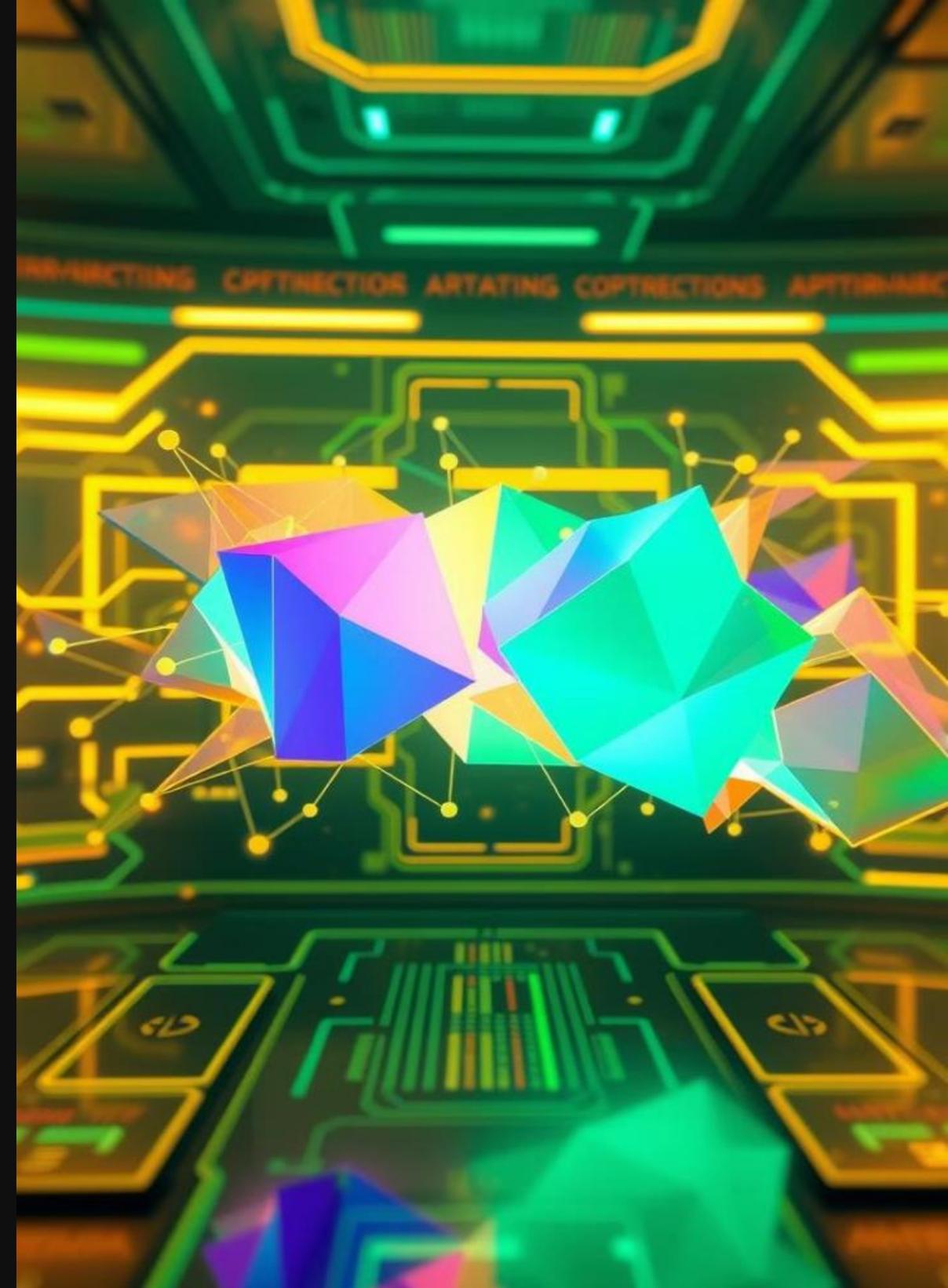
Generative AI is becoming a co-innovator. P&G's "AI Factory" uses LLMs to brainstorm product concepts, accelerating the creation of Pampers KVs and tailor the content on digital touchpoints, yielding better consumer response

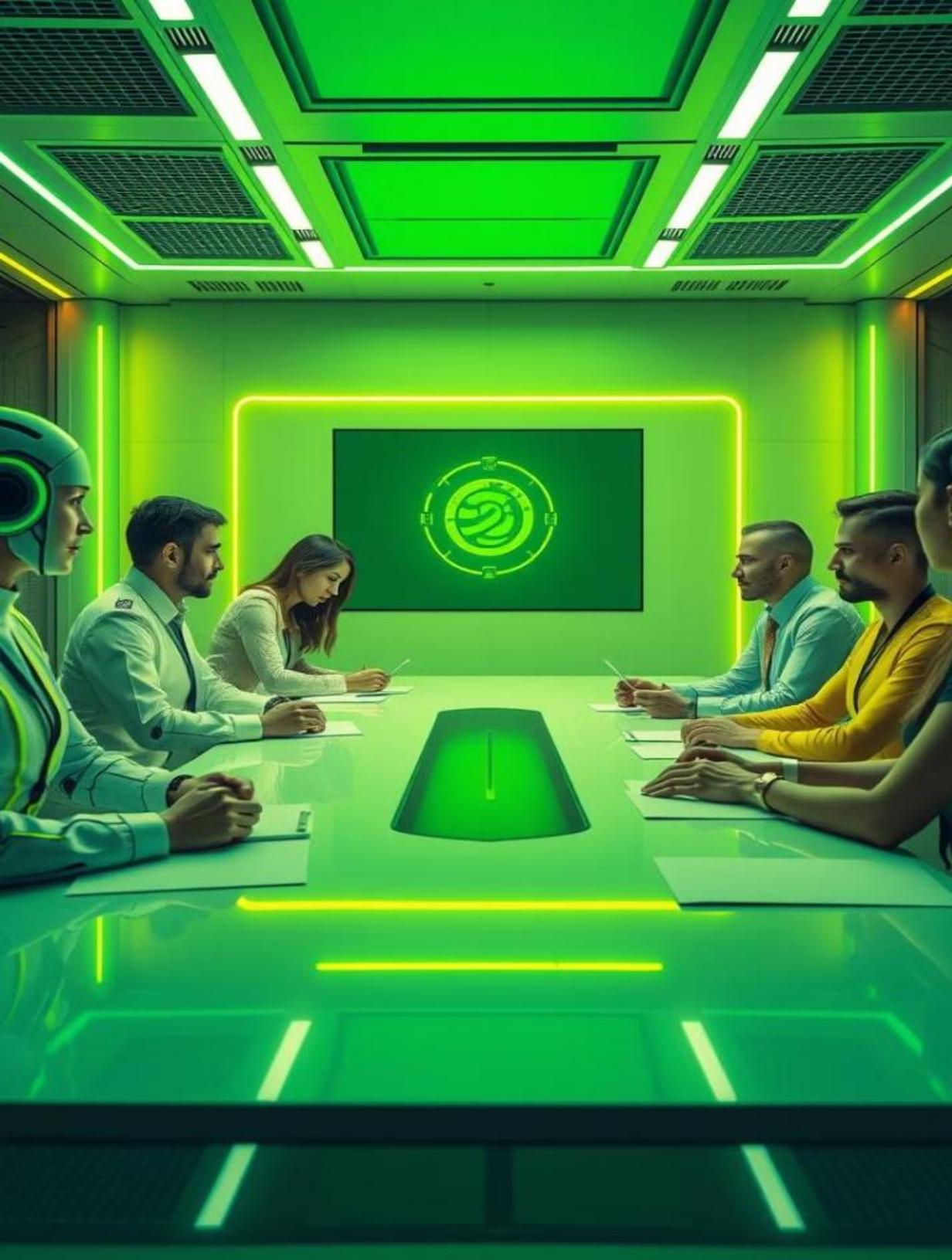


### AI Pricing Bots

Meanwhile, Lazada's AI pricing bots autonomously adjust shelf prices in real-time based on competitor data.

**Lesson: Deploy AI as a *collaborator*, not just a tool, in ideation and execution.**





# The 7-1 AI Playbook: (5) Iterate Responsibly

1

## Ethical AI and Continuous Learning

Agentic systems require robust governance. P&G's AI Ethics Board audits algorithms for bias, privacy and ensuring campaigns like Always #LikeAGirl remain inclusive.

2

## Responsible AI Framework

Unilever's Responsible AI Framework mandates transparency in AI-driven hiring tools, building trust in its workforce strategy.

**Lesson: Implement AI governance that evolves with regulatory and ethical landscapes.**



# The 7-1 AI Playbook: (6) Investment Strategy

1

## When to Build

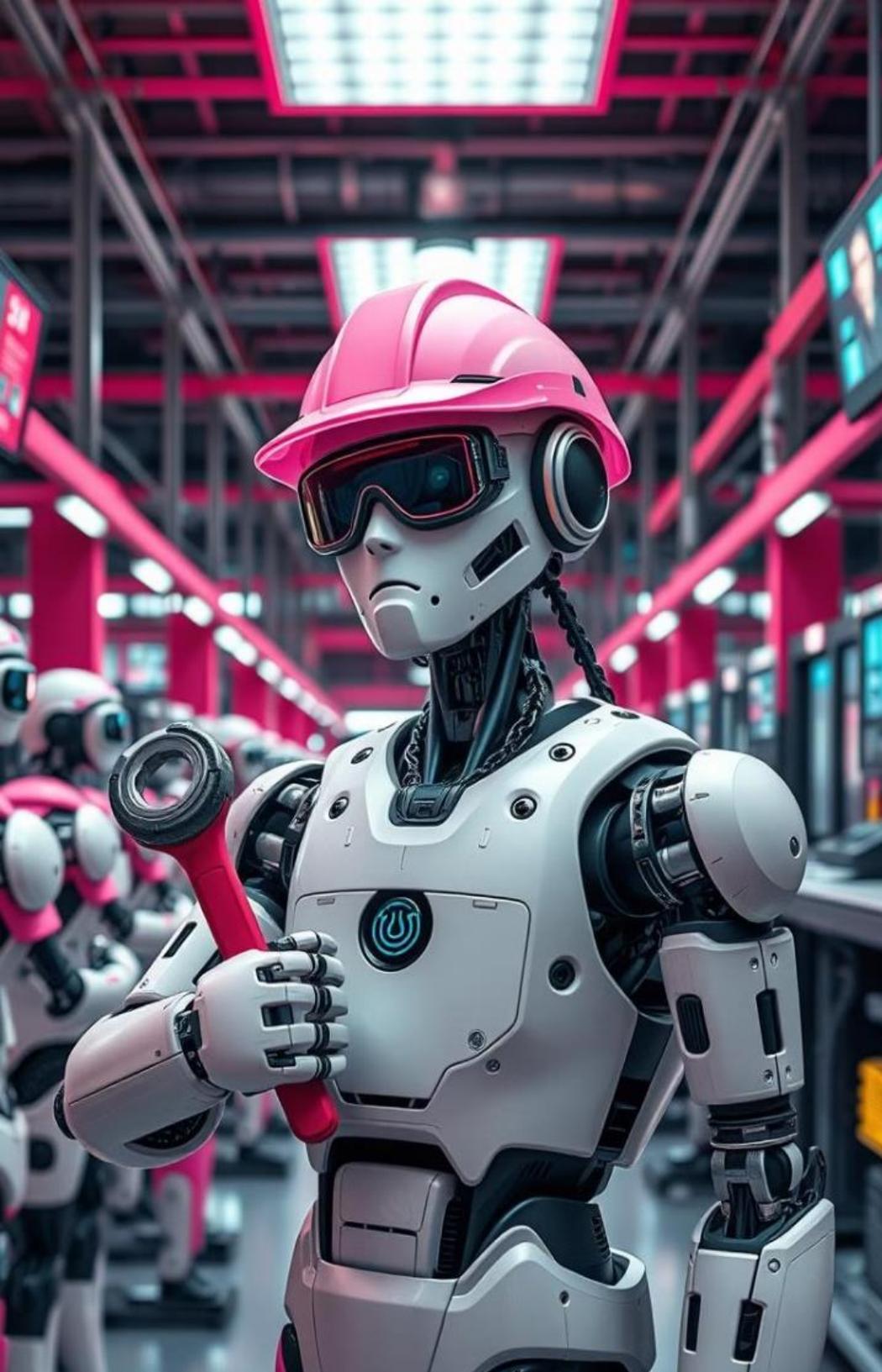
**Core differentiation:** P&G built proprietary AI for product formulation (e.g., **Olay Skin Advisor**) to protect IP. **Unique data assets:** Coca-Cola's custom AI for hyper-personalized marketing leverages its 100+ years of consumer data.

2

## When to Buy

**Speed-to-market:** Kraft Heinz partnered with OpenAI to deploy ChatGPT for customer service, cutting implementation time by 70%. **Non-core functions:** **General Mills** uses third-party AI tools for HR analytics.

**Lesson: Build for competitive advantage; buy for efficiency in non-differentiating areas.**



# The 7-I AI Playbook: (7) Intellectual Agility

**Upskilling**  
P&G’s “Digital Academy” trains organization on digital concepts, prompt engineering and data storytelling.



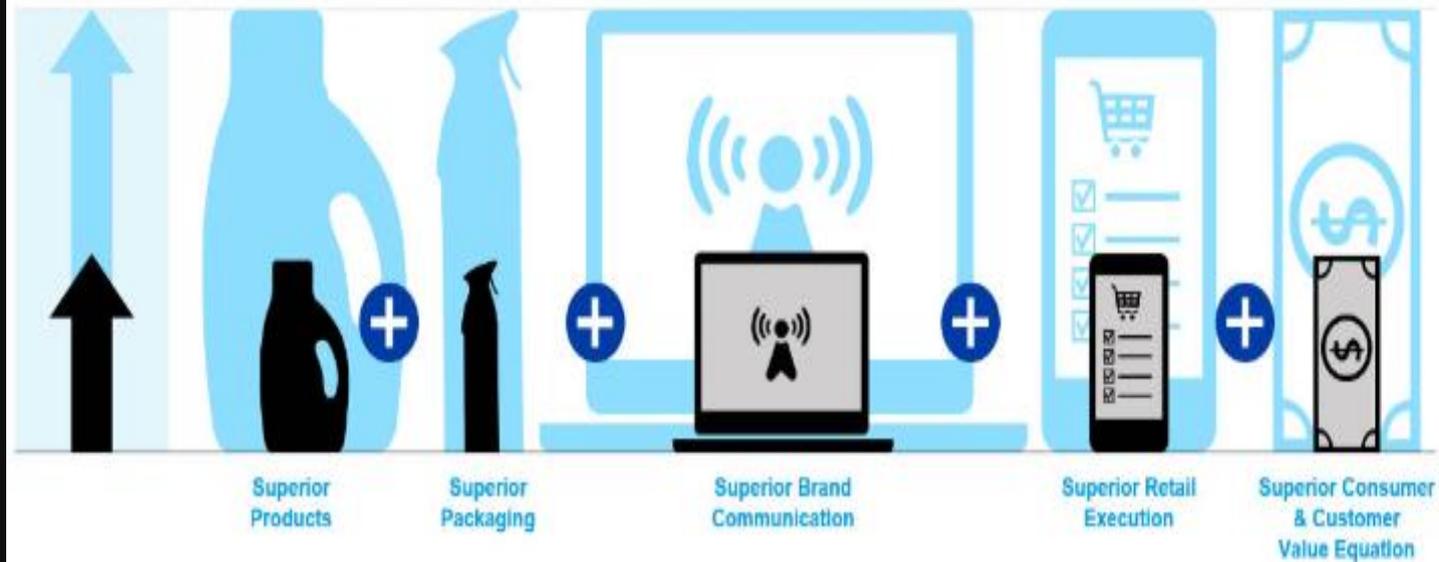
**Hiring**  
Unilever recruits “AI translators”—professionals fluent in both consumer goods and machine learning.

**Partnerships**  
Nestlé’s collaboration with Google Cloud upskills engineers in AIOps (AI for IT operations).

**Lesson: Blend domain expertise with AI literacy to create “bilingual” teams.**

# SUPERIORITY TO WIN WITH CONSUMERS

New Standard  
Of Excellence



## Case Studies: AI in Action

### P&G's 5 Vectors

- Superior Products: AI-driven R&D (e.g., Gillette SkinGuard for sensitive skin).
- Packaging Innovation: AI-designed recyclable materials for Head & Shoulders.
- Brand Communication: Hyper-personalized ads via AI-powered consumer segmentation

### McCormick's SAGE

Doubled innovation-driven sales by accelerating launches like Cholula salsa.

### Sysco's AI Supply Chain

Turned logistics into a \$60B revenue growth driver.



# Multi Agentic Enterprise: Future Perspectives

1

## Autonomous Supply Chains

AI agents will predict shortages (e.g., cocoa, palm oil) and self-initiate contracts with alternative suppliers.

2

## AI-Driven Product Launches

Generative AI will design, test, and validate products in virtual environments before physical production.

3

## Dynamic Pricing Ecosystems

AI agents will negotiate real-time pricing with retailers, balancing margins and market share.

# Conclusion: The Path to Agentic Leadership

The future of consumer goods lies in enterprises where AI is an active stakeholder - anticipating needs, solving problems and driving growth.

*“AI is not just optimizing our present; it’s architecting the future.”*

- **Infrastructure:** Adaptive and autonomous.
- **Insights:** Predictive and prescriptive.
- **Integration:** Seamless and silo-free.
- **Intelligence:** Generative and collaborative
- **Iterate:** Ethical and evolutionary.
- **Investment:** Strategic build vs. buy.
- **Intellectual Agility:** Talent as the ultimate edge.

In this AI era, the winners will be those who treat AI not as a project, but as a *partner* - scaling its potential while nurturing the human ingenuity that fuels it.



# THANK YOU

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