



DRIVING GROWTH THROUGH DATA & AI

There's a Whole New World of Growth to Unlock

Accelerating technology trends, utilizing big data, increasing environmental responsibility, managing remote teams, building purpose - to grow and gain a competitive edge in this landscape, a new playbook is needed.

“ ” Nicola Barrett, Chief Corporate Learning Officer,
Emory Goizueta Business School

Turn Customer Data into your next Growth Engine

We spoke with executives across the Fortune 500 landscape to learn about the challenges they are facing in both enhancing their core business and driving new business growth.

Leveraging customer data to derive powerful, actionable insights remains a challenge for many companies. Advanced analytical methods like machine learning, deep learning, and reinforcement learning, coupled with generative AI, have transformed marketing by enabling deeper insights into customer needs, enabling precision segmentation, hyperpersonalization and AI-powered communications.

The Learning Journey

Introducing The Consumer Data Alliance Academy. The Academy aims to increase the knowledge and skills of Executive decisionmakers; Digital Marketing Leaders and their teams. Each program in the Academy accelerates development and mastery through a carefully designed learning journey for each target audience that integrates faculty & practitioner expertise with practical hands-on application.



Practitioner Focus



Modular Content

The Learning Pillars

The topics and frameworks you'll learn over the four courses

Course 1: Privacy & Responsible Data Use in the Age of AI

Develop a privacy-first, responsible data stewardship strategy that aligns with legal compliance and ethical data use.

Key Topics:

- Privacy regulations (GDPR, CCPA, state laws)
- The role of legal teams in data governance
- Ethical data collection & consumer trust
- Breaking down internal friction: Aligning legal, marketing, and IT
- AI's impact on regulatory compliance
- Future-proofing strategies: Preparing for AI-driven privacy laws

Outcomes: Participants leave with a privacy-first framework for responsible data use and AI governance. In essence, participants will put together their own playbook for implementing responsible data stewardship.

Course 2: Establishing Your Customer Data Foundation

Build a strong, privacy-first customer data infrastructure that enables responsible AI use.

Key Topics:

- Customer Data Platforms (CDPs): What they are & how they work
- Data Clean Rooms: Secure data sharing & zero-copy approaches
- Data maturity models: Assessing your organization's readiness
- First-party vs. third-party data: Ethical data sourcing
- Data governance & observability: Ensuring accuracy, compliance, and security
- AI Readiness: Preparing your data for AI-driven decision-making

Outcomes: Participants will map their current customer data infrastructure and develop an action plan for improvement.

Course 3: Building a Successful Marketing Tech Stack

Learn how to design an AI-ready marketing tech stack that integrates with privacy-first customer data strategies.

Key Topics:

- What is a marketing tech stack? Understanding the core components
- CDPs, CRMs, and Marketing Automation Platforms (MAPs)
- How AI is transforming marketing automation (but where are the risks?)
- Real-time engagement & customer journey orchestration
- Interoperability & integration: Making sure your stack works together
- Vendor hype vs. reality: How to evaluate tools & avoid misleading marketing claims
- Balancing automation & compliance: How to deploy AI-driven marketing responsibly

Outcomes: Participants leave with a blueprint for an AI-ready, privacy-first marketing tech stack.

Course 4: The Power of Personalization

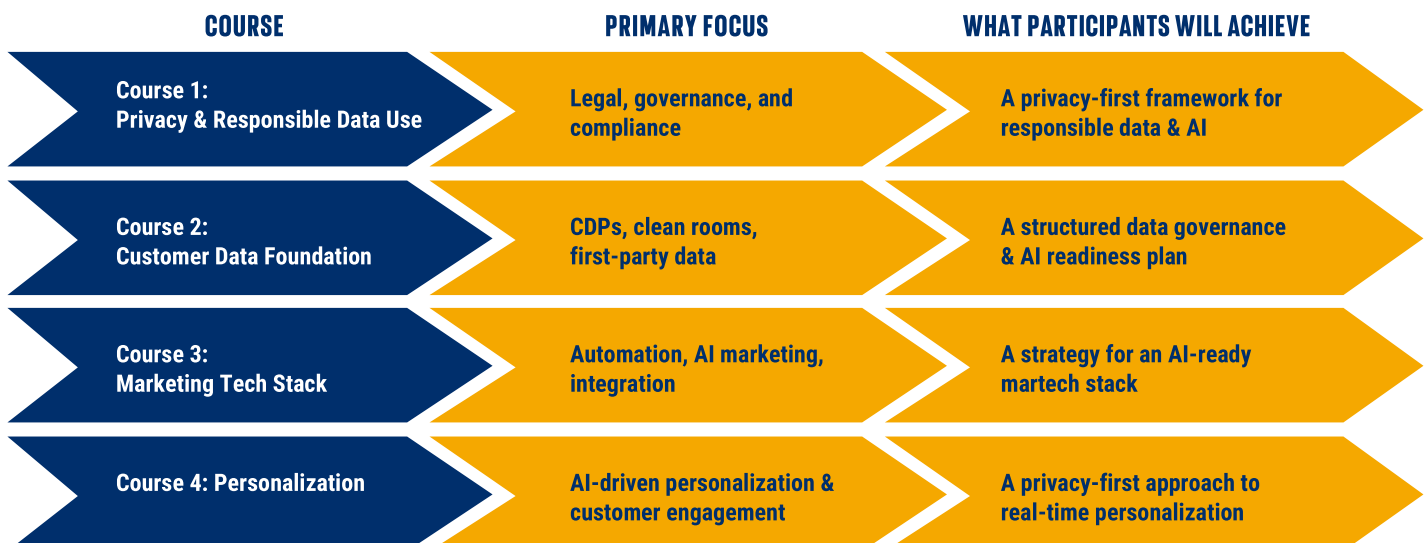
Learn how to execute privacy-first, AI-driven personalization that enhances customer experience and brand trust.

Key Topics:

- The evolution of personalization: From cookies to AI-driven recommendations
- Ethical personalization: Balancing privacy vs. hyper-personalization
- First-party data strategies: Engaging customers without third-party cookies
- Real-time personalization techniques: Web, email, app, and messaging
- AI-powered recommendation engines: When and how to use them
- Measuring personalization success: KPIs, A/B testing, and ROI tracking
- Consent-based personalization: Giving users control over their data

Outcomes: Participants leave with a personalization playbook that balances AI-driven engagement with ethical data use.

How the Courses Build on Each Other



We are here to be your partner in developing world-class capabilities

“To do marketing well, executives must understand the sources of value in their data - and how the latest technologies can drive real value for their business - and their customers - using that data.”



David Schweidel, Professor of Marketing and Goizueta Chair in Business Technology, Goizueta Business School & Academic Advisor-Customer Data Alliance

Customer Data Alliance Academy

The Customer Data Alliance (CDA) Academy is a unique hybrid learning model that is designed and delivered by top-tier Emory faculty with the practical guidance of expert executive practitioners.



Chris Adelman

Founder, Customer Data Alliance;
Founder & CEO Trustactics



David Schweidel

Academic Advisor, Customer Data Alliance;
Professor of Marketing, Goizueta Business School



Rajiv Garg

Associate Professor of Information Systems & Operations Management, Goizueta Business School



Ryan Hamilton

Associate Professor of Marketing, Goizueta Business School



Anandhi Bharadwaj

Goizueta Engowed Chair in Electronic Commerce and Professor of Information Systems & Operations Management



Omar Rodríguez-Vilá

Professor in the Practice of Marketing; Academic Director of Education at The Roberto C. Goizueta Business & Society



Benn Konsynski

Professor of Information Systems & Operations Management

Who is this for?

“Anybody who sees their current role and future career not through the lens of a function, but through the lens of an outcome.”

The CDA Academy is for any leader who is focused on leveraging the power of data and technology to fuel customer-driven, demand-side growth.

The Academy courses are designed in a two-tiered approach: for executives who influence key investment decisions and for functional managers & individual contributors who execute the work.

Why CDA & Emory Executive Education?

New Challenges Need Fresh Eyes

When we engage with organizations we help them look beyond the status quo. We work together to design and realize a version of the organization that can adapt, grow, and take advantage of new opportunities.

Our new Growth Leadership Academy is built on these same ideas. We recognize that the landscape has changed and that the playbook for effective leadership needs to adapt.

We're defining a new approach to propel leaders and organizations today and for years to come.

WANT TO KNOW MORE?

PROGRAM FEES

Per Course Price - \$2,500

Certificate Price - \$10,000

10% Discount for 2 or more courses

Sponsorship opportunities available

Reach out to learn more about our program or visit our website.

goizueta.emory.edu/executive-education/certificates/driving-growth-data-artificial-intelligence

Chris Adelman

chris@trustactics.com

Customer Data Alliance (Chapter of CDP Institute)



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