

AI Analysis

AI-Powered Growth: Move Fast Without Losing Control

Erika Fisher
Chief Legal Officer, HubSpot

Karen Ng
EVP of Product, HubSpot

Summary

The session focused on AI-powered growth and how businesses can move quickly without losing control. Erika Fisher and Karen Ng from HubSpot emphasized the importance of making AI accessible to all businesses, not just large corporations, and provided a roadmap for navigating the complexities of AI integration. They outlined five key questions to ask vendors about their AI products to ensure safety, clarity, and control. HubSpot's approach to AI involves using customer data to personalize experiences and improve features while ensuring data security and compliance with global regulations. They stressed that training AI on customer data is not inherently negative if done within secure parameters and with customer consent.

The speakers discussed the challenges of AI adoption, including the rapid pace of innovation and evolving regulations. Fisher highlighted the difficulties in planning and compliance due to shifting policies and the lack of standardized terms. Ng explained how HubSpot uses AI to enhance product offerings, ensuring data is never used to train models without explicit permission. They emphasized the importance of transparency and user control, with HubSpot's policies designed to keep customers in control of their data while leveraging AI for improvements.

Practical tips for integrating AI were shared, including checking default settings, understanding data usage, and experimenting with AI tools without risking sensitive information. The session concluded with a Q&A, where Fisher and Ng addressed concerns about data security, the importance of short-term contracts for AI tools, and the need for audit logs to monitor AI usage. They reiterated HubSpot's commitment to making AI trustworthy and easy to use, encouraging businesses to adopt AI at their own pace while ensuring robust data protection and compliance practices.





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Takeaways

Importance of Making AI Accessible

AI should not be a luxury for large corporations. HubSpot aims to democratize AI by making it accessible to all businesses, emphasizing that personalization and improvement through AI can add significant value. The key is to ensure that AI integration is done responsibly and securely.

Navigating AI Challenges

The rapid pace of AI innovation and evolving regulations make planning difficult. Businesses must stay informed about compliance requirements and ensure transparency and control over their data. HubSpot's approach involves clear communication and robust data protection practices to help customers navigate these challenges.

Practical Tips for AI Integration

Businesses should check default settings, understand data usage, and experiment with AI tools without risking sensitive information. Short-term contracts for AI tools are recommended to accommodate rapid changes in technology. This approach allows businesses to test and learn quickly while ensuring robust data protection.

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