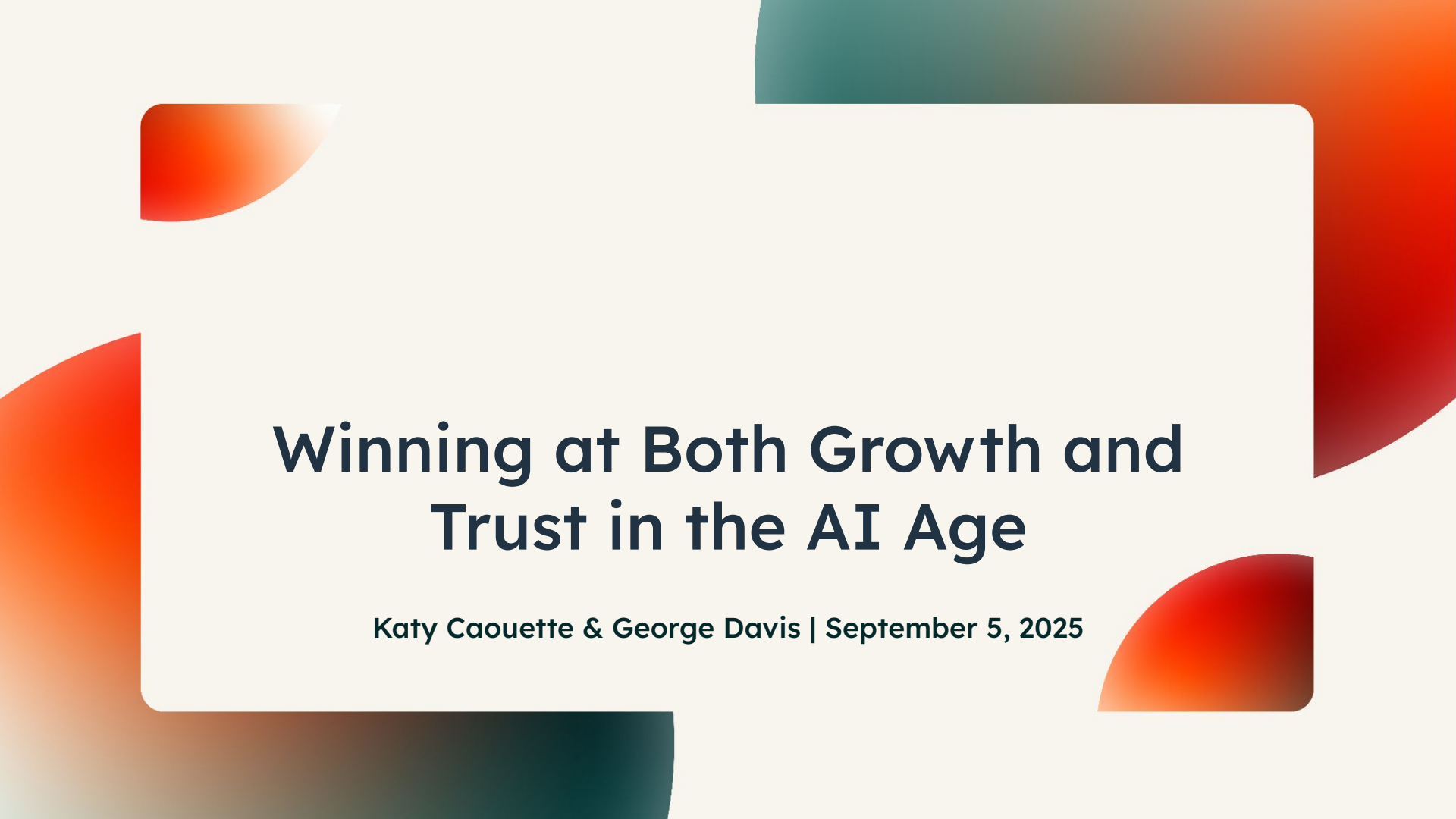


The background features several abstract, rounded geometric shapes in shades of orange, red, and teal. These shapes are positioned around the central text, creating a modern and dynamic visual environment.

Winning at Both Growth and Trust in the AI Age

Katy Caouette & George Davis | September 5, 2025

Agenda

- Taming the Chaos, Building the Habit
- Control as an Accelerator
- Global Privacy, Local Trust
- Strategic AI Adoption



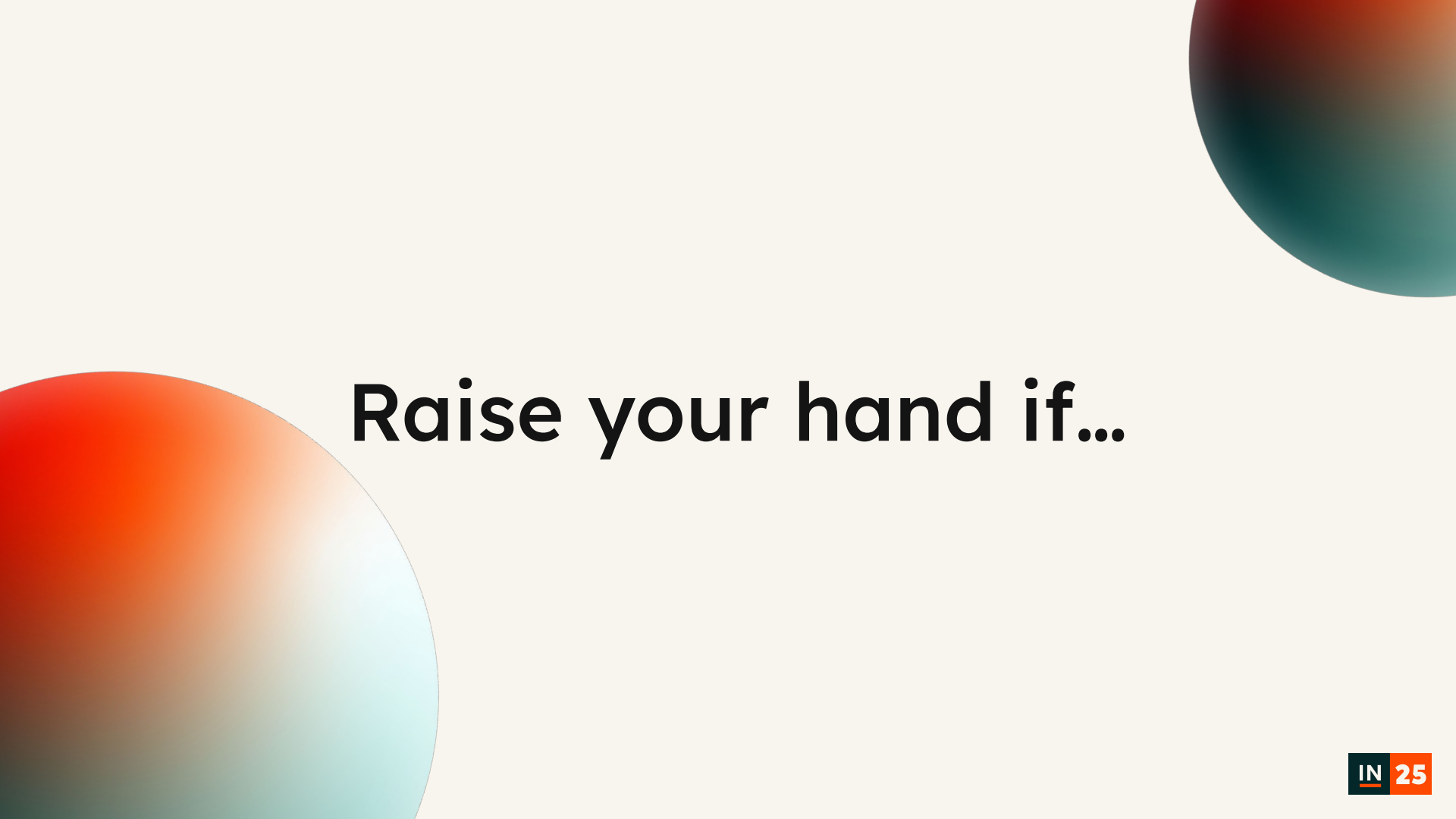
Katy
Caouette

Senior Director and AGC,
HubSpot



George
Davis

Director of Product,
HubSpot

The slide features a light beige background with two large, semi-circular gradient shapes. One shape on the left transitions from red at the top to light blue at the bottom. Another shape on the right transitions from dark red at the top to teal at the bottom.

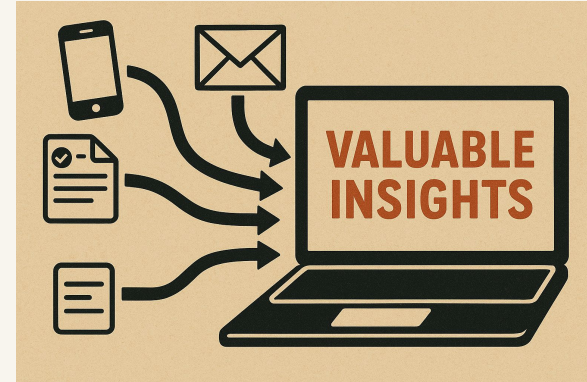
Raise your hand if...

Taming the Chaos, Building the Habit

From messy
unstructured data...

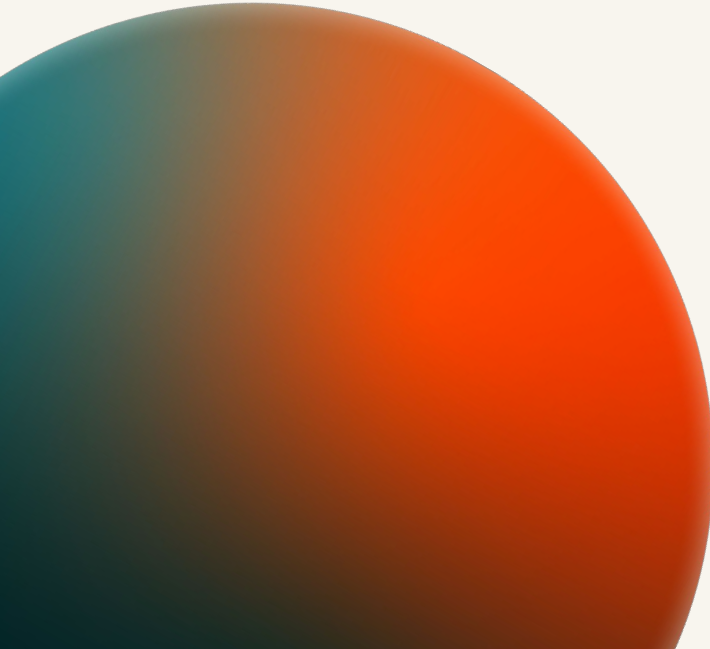


...to valuable insights
— responsibly.



Control as an Accelerator

Rethink Control & Governance



I'm worried governance & controls will slow us down...

...how about we focus instead on scaling up?

Global Privacy, Local Trust

Compliance isn't just a checkbox — it's a trust builder.

Trust is regional and personal.



Strategic AI Adoption

Solve for...

Individuals

Teams

Org

Clarity

Know the data and permissions you're using – and tell your customers

Value

Pick success criteria, and plan ahead to measure them

Scale

Let fit and confidence guide your scale

Be intentional, keep evolving

Growth without trust is fragile...What's your next step?



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Presentation Template: How to Use

- **First, make a copy of this document** and rename it with version control in mind. This is the overall template for all speakers. Please do not edit it directly.
- **Then, make it your own.** Every single slide is fully customizable. All assets and elements on the slides can be moved, adjusted and replaced. Because of this, no elements are baked into template slide examples.
 - **Do not** make the body copy font size below 12 for legibility.
 - All headlines should be **Lexend Deca Medium**
 - Subheadlines should be **Lexend Deca Normal**
 - Body copy can be **Lexend Deca Normal** or Lexend Deca Light.
- **Remember, you have options.** Duplicate your favorite slides and feel free to combine, edit and pull elements from slide to slide! An appendix is included at the end of this deck to grab elements to create your custom designs. There are clean, basic slides templates included in the “layout” option as well in the toolbar.
- **Don't forget to delete or skip this slide** and the Appendix when all is said and done. For design elements, please follow the official event style guide [here](#) for more guidance.
Happy designing!

Note on some example slides, if you choose to cover up the bottom right corner, you will need to place the logo bug on top of your design asset.



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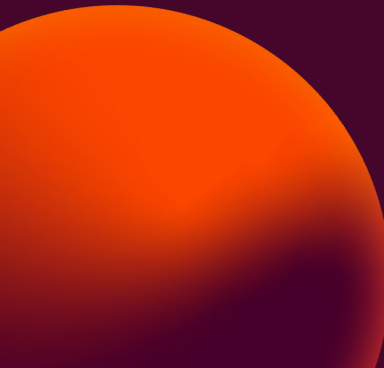
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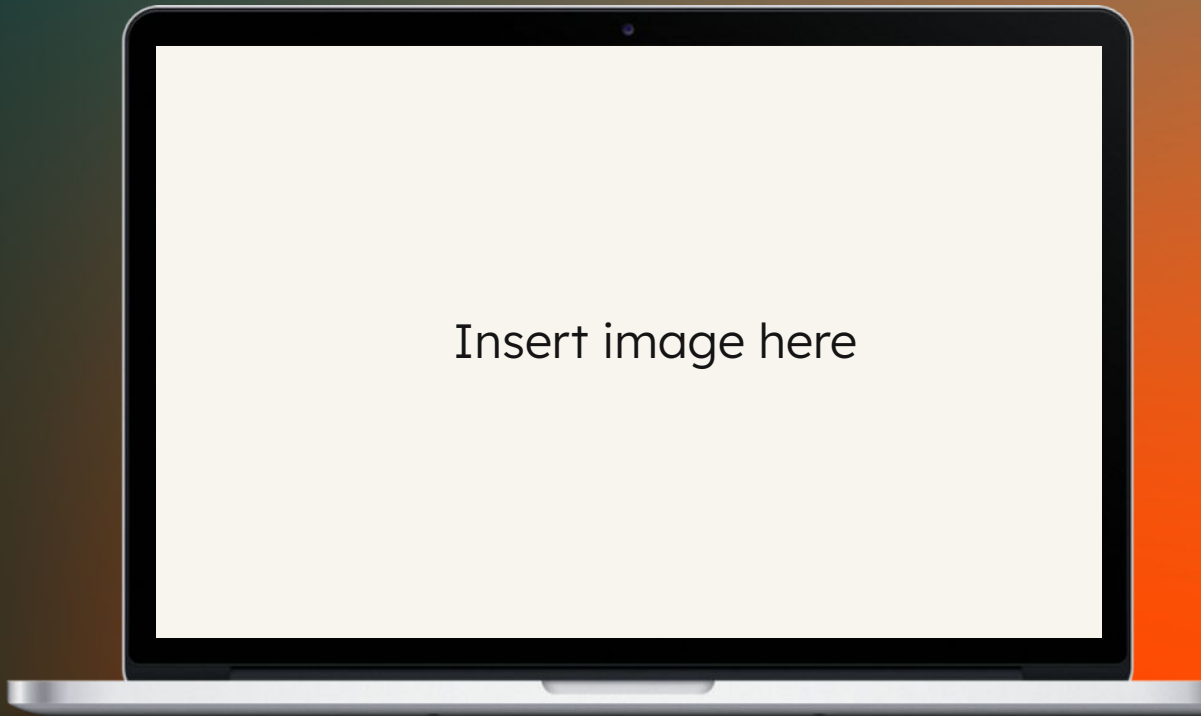
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Operating model:

- **Wednesdays:** [Agenda](#) provided with working group
- **Thursdays:** IN25 Tiger Team working group meeting
- **Fridays:** High-level project update (Asana portfolio recap from Thursday's meeting) + & Recording & Link to weekly progress report

*Please add any documents to our [Shared drive](#)

April

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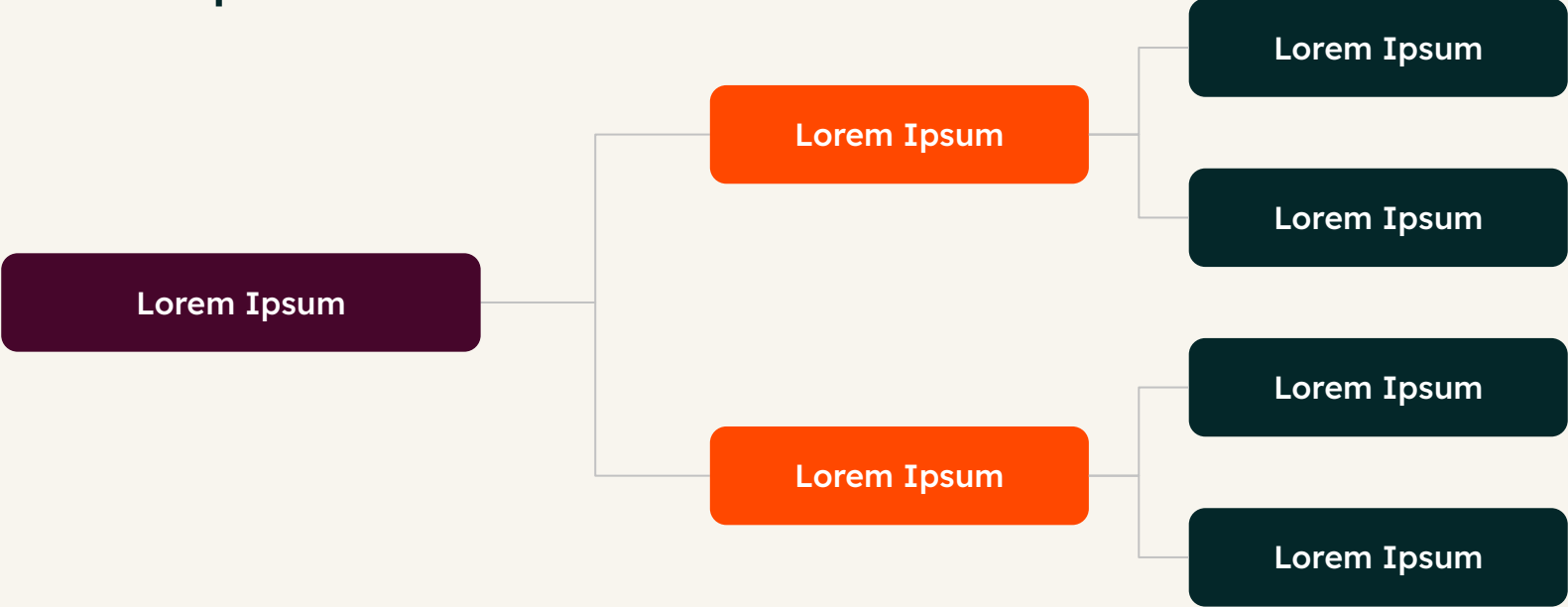
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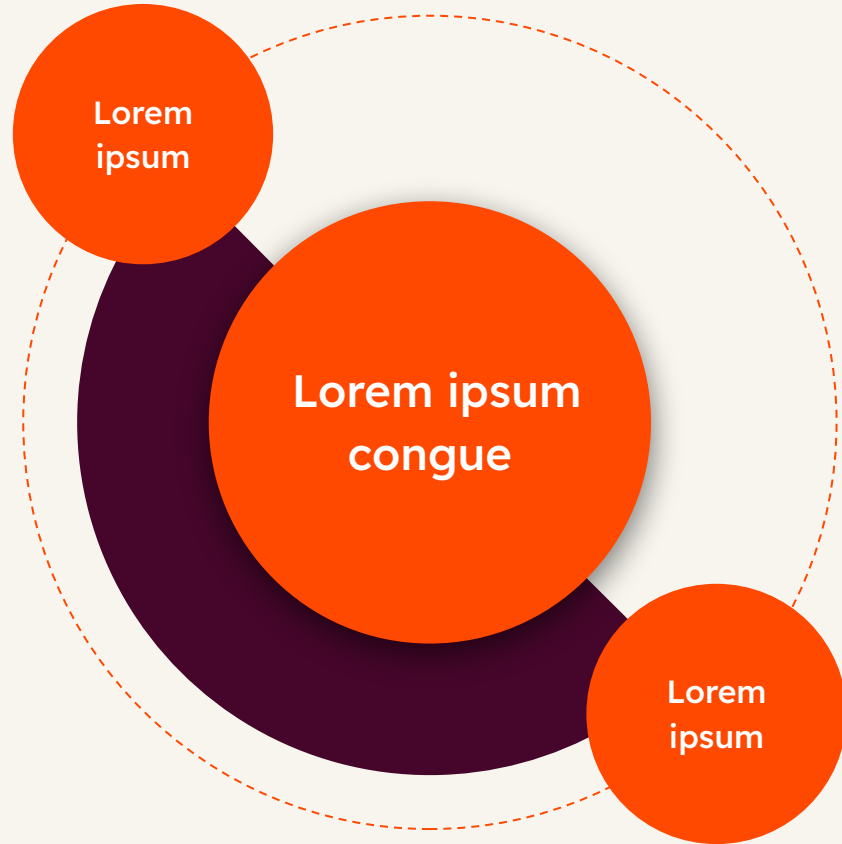
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Data 3				
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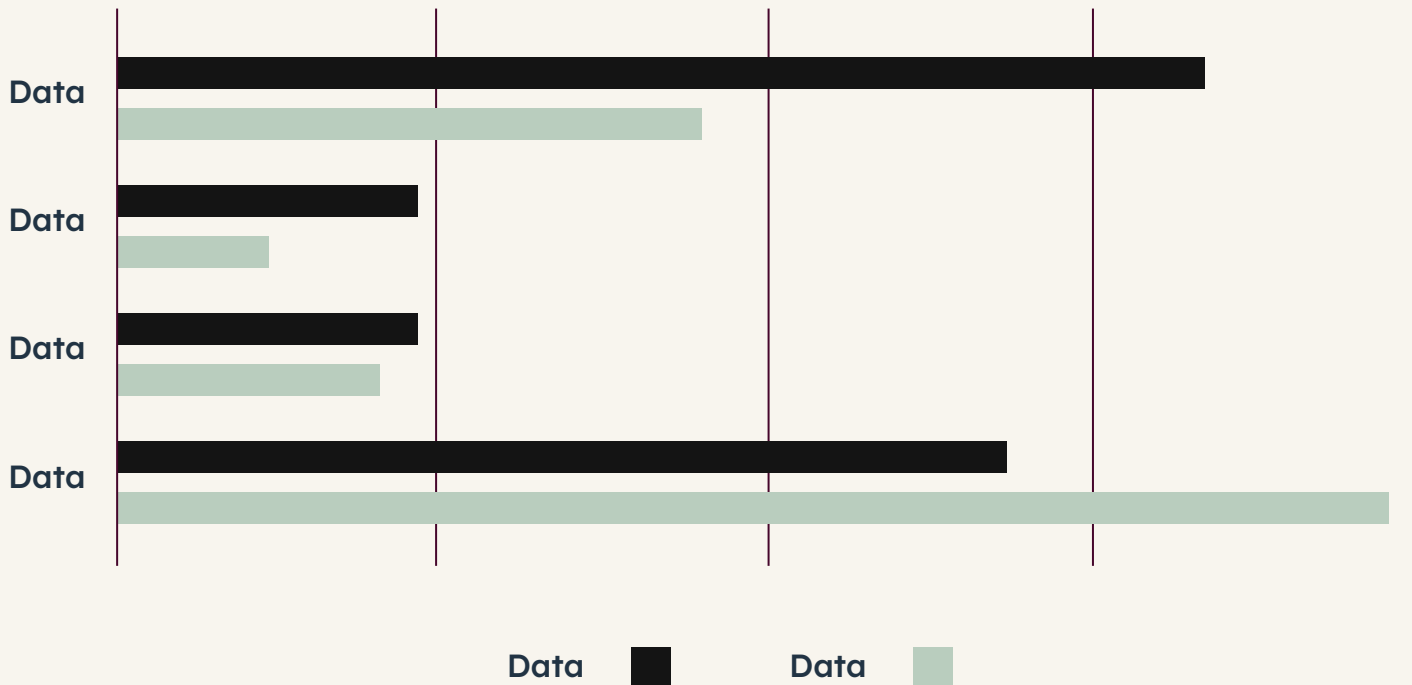
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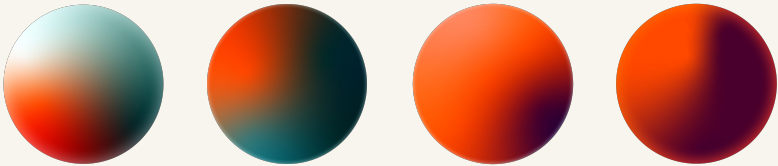
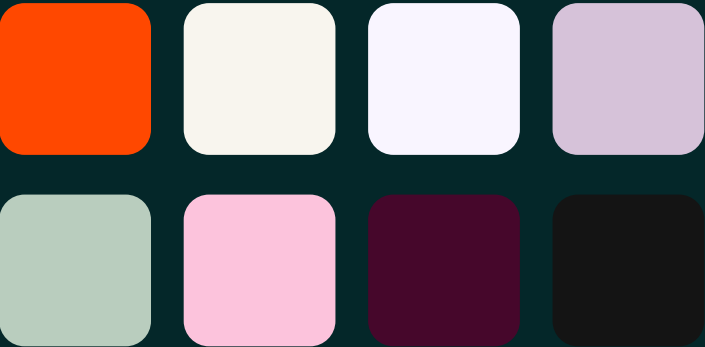


Appendix

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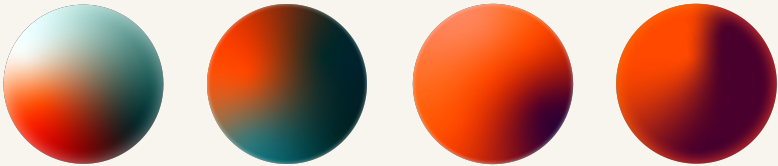
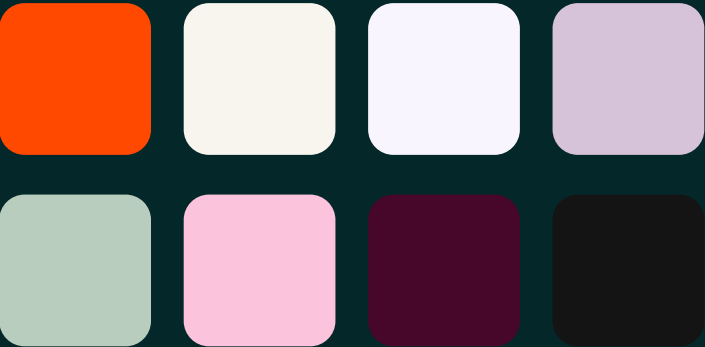
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Appendix

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IN 25

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- 07 08 09 10 11 12