

# MASB WINTER SUMMIT 2026

AI IN MARKETING: WHAT'S ACTUALLY WORKING,  
WHAT'S NOT, AND WHY

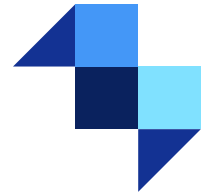
Greg Stuart, MMA & Co-host Decoding AI for Marketing

Jay Altschuler, Mastercard

Rebecca Panico, Hilton

Dave Kersey, SharkNinja

February 18 – 19 *on Zoom*



**Marketing  
Accountability**  
Standards  
Board

# ***AI in Marketing: What's Actually Working, What's Not, and Why***



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VP, Global Head of Media  
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VP, Global Media  
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**Jay Altschuler**  
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***Thank You!***

