



# AI MATURITY IN THE CPG INDUSTRY

## VIDEO TRANSCRIPT

### Venky Rao:

So Javier, how would you assess, CPG industry in terms of AI maturity compared to other industries? I mean, especially, I know that you look at the tech sector quite a bit, and, you take a lot of inspiration from how some of the big technology companies operate. But how do you see that evolving in the CPG industry?

### Javier Polit:

Yeah, you know, we're continuously doing industry sensing in that space and see how we match up to other CPG companies or fast moving consumer goods companies. But I think it's fair to say that the tech sector is still far ahead. But I would also say in the same breath that I think that the gap is narrowing and especially I think what's helped us narrow that gap is companies really advancing their digital roadmaps in the digital plans, right? So I think, there's enormous room for growth in AI adoption and AI adoption across all industries. Every company's a tech company. We've heard that phrase. I always try to extend it and say, every company's a tech company and if you don't conduct yourself as such, you're just not going to be successful.

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