

Human + AI

Designing the marketing org your competitors are already building.

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THE UNCOMFORTABLE PART

Somewhere in your category,
a competitor just shipped
in a weekend what used
to take you a quarter.

They didn't out-hire you. They out-*designed* you.

WHERE EVERYONE ACTUALLY IS

87%

use AI somewhere in the work.

8%

have redesigned anything
around it.

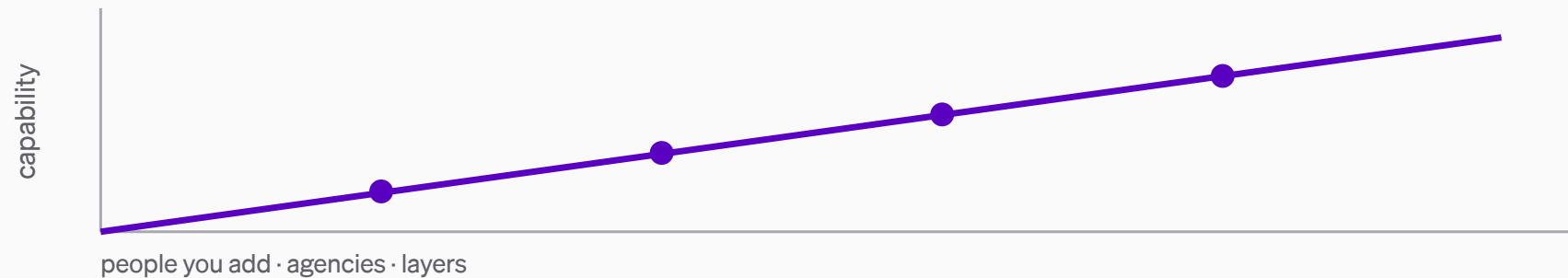
Adoption is finished. Transformation hasn't started. **That gap is the whole opportunity.**

87% use GenAI in ≥1 workflow (2026, up from 51% in 2024); ~8% run autonomous multi-agent work. CMO Survey / Salesforce 2026.

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THE MODEL WE INHERITED

For fifty years, marketing
scaled one way.
Add people.

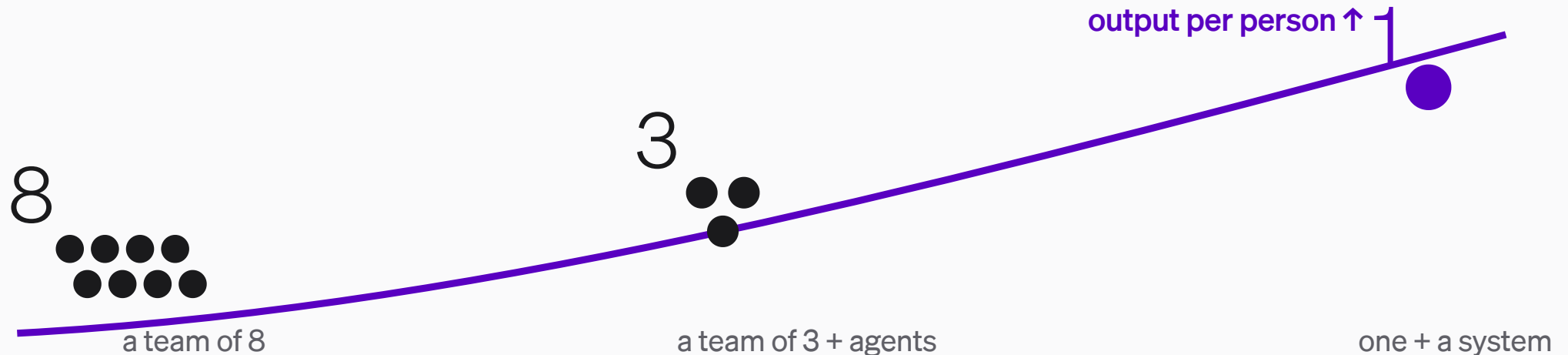


WHAT CHANGED

Capability used to
cost headcount.
It doesn't anymore.

THE UNIT OF WORK IS SHRINKING

What took a team of eight now takes **one**.



Amazon / AWS agentic teams, 2026 (GeekWire). Projects that once took dozens of people now ship with a handful.

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THE MISTAKE ALMOST EVERYONE IS MAKING

Bolting AI onto the org chart you already had.

BOLT-ON

Same teams, same hand-offs, same approvals, now with a copilot in each seat. Faster typing. The system is unchanged.

REDESIGN

Rebuild the workflows, the governance, and who-decides-what *around* human + machine. The system itself gets smarter.

REDESIGN, AT SUPER-APP SCALE

Grab calls its new shape a

cyborgorganisation.

AI rebuilt into every function. An agent for every driver and merchant, while most companies still run pilots.

THE REFRAME

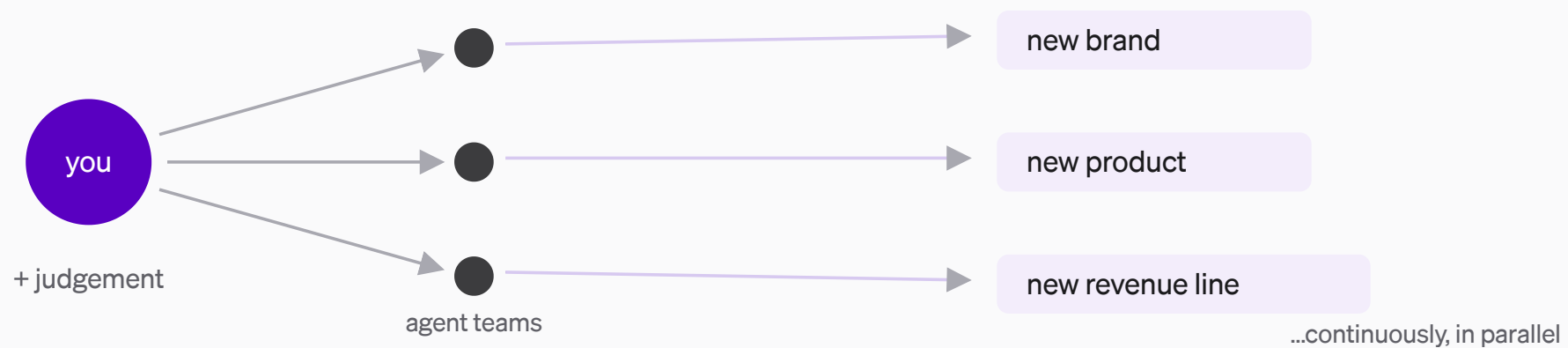
AI isn't a tool your team uses.
It's a **teammate**. That changes what the
team *is*.

A NEW KIND OF HEADCOUNT

Your next teammate isn't a **hire.**

It onboards in minutes and works through the night. The job is no longer who to recruit. It is what to compose.

The marketing department becomes a **venture studio**.



When execution stops costing headcount, the team is no longer a cost centre that runs campaigns. It becomes an engine for new brands and new revenue.

PROOF, NOT THEORY

My own brands are
powered by **agents.**



Crayon Dreaming

Generate a colouring page from
any child's idea.



Snaffld

Automated inventory sourcing for
collectibles.

Grab does this with thousands of people. Same move, minus the headcount.

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CASE STUDY

emumoney

A \$200k marketing team,
run for **\$300 a month.**

An Australian brokerage. The founder was about to hire a Head of Marketing and fund agencies. Now Emu Money uses a department of AI agents instead.

WHAT THAT DEPARTMENT PRODUCED IN THREE MONTHS

\$170k

a month in new lead value
was 1 or 2 leads a day

11,960

organic visitors a day
was 80

660+

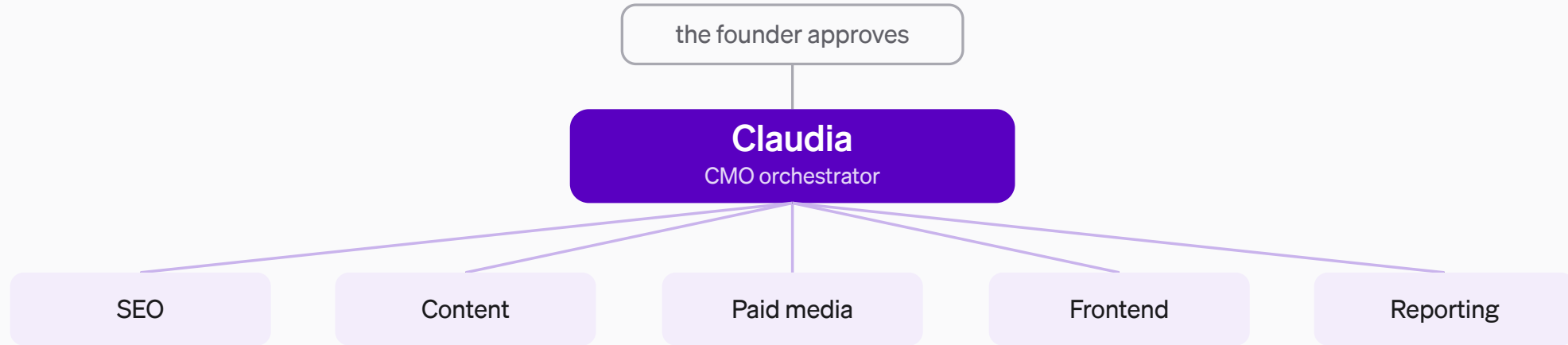
LLM citations a week
was none

It also cut its own cost per boosted engagement below \$0.30. Was \$0.80, tuned by the agents.

About 900 qualified leads a month at their \$189 cost per lead. Citations across ChatGPT, Gemini, Perplexity, Copilot and Google AI Overviews. Emu Money, emumoney.com.au

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INSIDE EMU'S MARKETING DEPARTMENT



Every seat is an AI agent. Claudia takes in the work and gates the quality. It all runs from a shared drive as readable files, fully human-auditable. Nothing reaches the founder until it clears the gate.

THE HARD PART NOBODY'S SOLVED

When agents
can create
their own momentum,
who holds the wheel?

A FLOCK HAS NO MANAGER

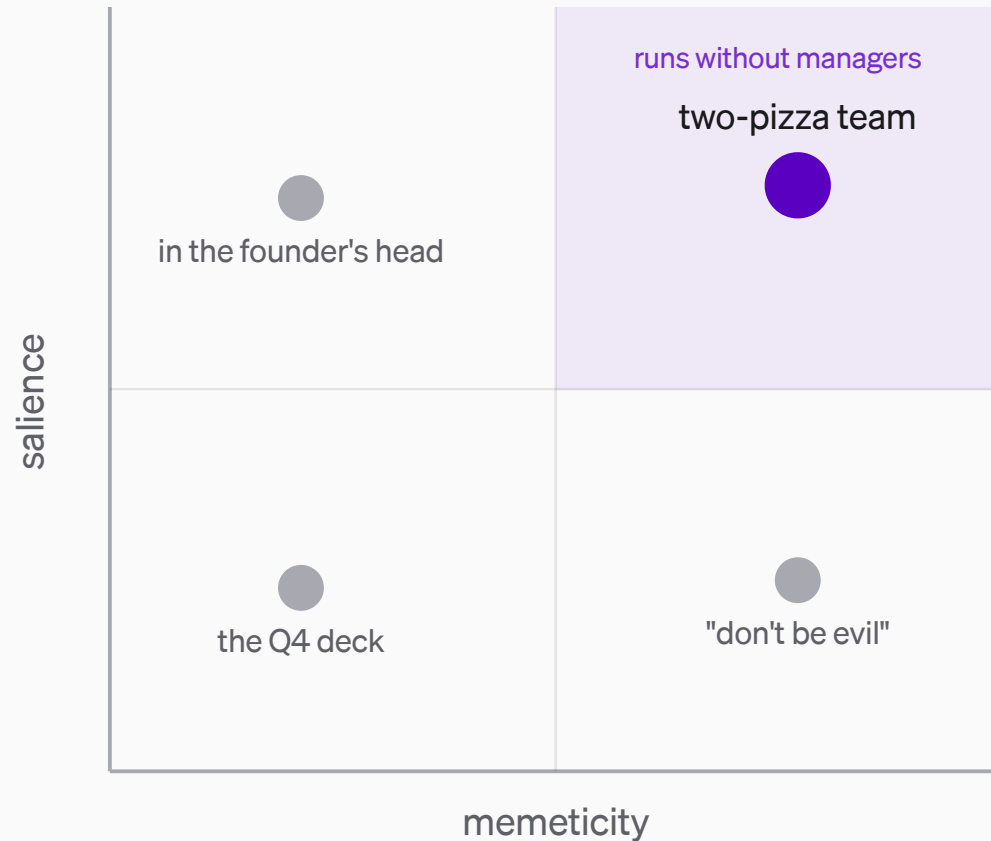
No standups. No roadmap.
No one in charge.
Perfect coordination.

Thousands of starlings move as one because every bird follows the same few simple rules. Your human and AI team is the same. No one can direct every person and every agent, so the strategy has to do the steering.

"Culture eats strategy
for breakfast."

Unless you design a strategy
built to eat culture.

HOW TO BUILD A STRATEGY THAT RUNS WITHOUT YOU



Salient enough to **act on** without permission.

Memetic enough to **spread** without enforcement.

DESIGNING THE RULES YOUR SYSTEM RUNS ON

- 01 Make it small enough to **fit in one head.**
- 02 Ship the **why** with the **what**, so the rule can be rebuilt from first principles.
- 03 Build in a **test** anyone can run. *"Does this make us THE ___?"*
- 04 Repeat it until everyone says it **without thinking.**

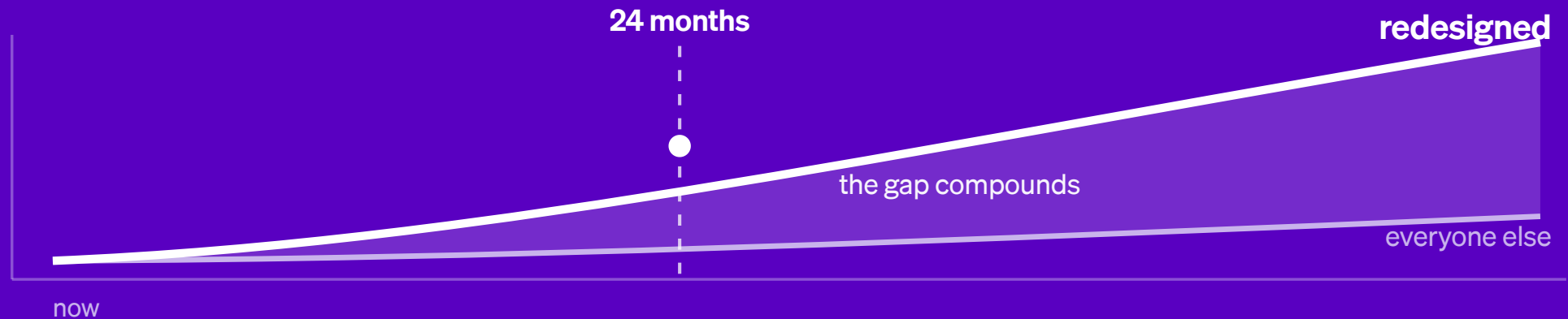
THE JOB IS CHANGING UNDER YOU

You no longer run
the campaigns. You
design the system
that runs them.

You become the architect of how a co-intelligent team works and improves, not its head of execution.

WHY THIS IS URGENT, NOT INTERESTING

You have about **24 months** before redesigned competitors make the old model uncompetitive.



SO, WHO RUNS MARKETING NOW?

The leader
who designs
the **system.**

Jamie Skella · Skella & Co Strategy for agentic systems & emerging technology

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