Bringing Tech to Life: Samsung’s Strategy for Smarter Homes

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What does the future of technology and consumer engagement look like?

Allison Stransky, CMO of Samsung Electronics America, joins The Speed of Culture podcast’s Matt Britton live at CES 2025 to explore Samsung’s groundbreaking innovations in AI and their transformative impact on daily life.

From health-focused AI solutions to connected appliances and personalized marketing, Samsung is revolutionizing how consumers interact with technology.

In this episode, Allison offers an inside look at how her team is creating a smarter, more connected world while navigating the challenges of engaging today’s hyper-digital consumers.

“We’ve talked about the concept of personalization at scale for a while. I think AI is the enabler that’s actually going to make it happen,” she says on the podcast.

With a career spanning over 15 years, including leadership roles at L’Oréal and Google, Allison brings a unique

perspective to the intersection of technology, data, and brand marketing. At Samsung, she leads transformative initiatives in AI, sustainability, accessibility, and personalization, helping position Samsung as a global leader in connected living.

Tune in to The Speed of Culture Podcast to hear Allison Stransky share how Samsung is shaping the future of connected living through AI, data, and personalization.

Key takeaways:

[00:01:36] AI as the Heartbeat of a Smarter Home – Samsung is placing AI at the center of its connected home strategy, redefining what seamless living looks like. Allison explains how Samsung's unmatched product ecosystem, spanning everything from appliances to wearables, creates a cohesive experience tailored to each individual. AI is no longer just a buzzword—it's the engine driving real, tangible benefits that make life easier, smarter, and more connected. From managing temperature while you sleep to integrating health data across devices, AI is set to deliver experiences that go beyond what consumers thought possible.

[00:04:51] The Quantified Self Meets the Samsung Ecosystem – For Samsung, health isn't confined to wearables—it's an integrated, holistic journey. Allison shares how Samsung is connecting dots that many brands overlook, using data from smartwatches, rings, refrigerators, and other devices to offer insights that genuinely improve quality of life. Whether it's recommending meals based on dietary preferences or syncing sleep data with environmental adjustments, Samsung is transforming raw data into actionable solutions. This isn't just about tracking—it's about empowering consumers to take control of their health in meaningful, everyday ways.

[00:05:45] Reinventing the Kitchen with Smarter AI – Imagine opening your fridge and having it recommend dinner based on

what’s inside. Allison describes how Samsung’s Bespoke refrigerators, equipped with AI-powered vision, do just that—helping users plan meals, create shopping lists, and even integrate with platforms like Instacart for seamless grocery delivery. The goal? Make the kitchen smarter and more intuitive, while removing friction from everyday tasks. It’s a glimpse into a future where your appliances don’t just store food—they actively help you live better.

[00:14:47] Voice Technology’s Comeback Story – Voice assistants have come a long way, and Samsung is ensuring Bixby leads the charge. Allison highlights how AI is taking voice from a novelty to a necessity, with features like cross-device personalization that adapt to different users in a household. Imagine a fridge screen adjusting its contrast for someone with low vision based on their voice, then switching back for the next person. This isn’t just about convenience—it’s about inclusivity and creating tech that works for everyone. Voice is poised to become a central tool for interacting with technology in a way that’s simple, seamless, and personal.

[00:24:39] Personalization at Scale: The New Marketing Frontier – Gone are the days of one-size-fits-all marketing. Allison explains how AI is enabling Samsung to personalize consumer experiences on a massive scale, moving beyond traditional segmentation to deliver messages tailored to billions of unique users. By combining first-party data with AI-driven insights, Samsung can now craft hyper-relevant content that meets consumers where they are—whether it’s introducing them to a new product or helping them maximize what they already own. It’s marketing that feels less like advertising and more like a thoughtful, personal conversation.

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