GM Pops the Hood On Its AI Marketing Transformation

When General Motors (GM) kicked off a marketing overhaul in early 2024, the team quickly zeroed in on one thing: AI had to be at the center, driving a transformation set to redefine the next decade.

Molly Peck, then CMO of Buick and GMC, had just stepped into the role of chief transformation officer, tasked with revamping GM's content strategy and agency relationships.

The resulting model, announced the same June, brought strategy, insights, and data in-house while continuing to outsource brand ideas to creative agencies.

"We wanted to take greater ownership of our brands, of our data, of our vision, of our strategy," Peck recalled.

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