

Momentum Worldwide's Jason Snyder Named Chief AI Officer, Shaping Brand IP

IPG-owned Momentum Worldwide has appointed its global chief technical officer Jason Snyder as its first chief AI officer, a move that underscores the urgency of navigating AI's growing complexity in today's ad landscape.

Snyder, who joined Momentum in 2013 as global CTO, has spent over a decade developing intellectual property, an area that's become central in the AI era. In his new role, he'll lead the integration of AI across creative, strategy, and operations, focusing on building intelligent infrastructure that delivers long-term value for clients.

The agency's creation of a CAIO is "a core business strategy," Snyder told ADWEEK. "It's letting us lead conversations with clients and internal teams about how to build smarter, more scalable and ethical brand systems, and then showing them how it works through the IP that we've built."

A growing industry consensus sees AI blurring the lines of originality and ownership in creative content.

"In the AI era, IP is the new media plan," Snyder said. "As a chief AI officer, it's going to allow me to focus more on that."

The CAIO role is gaining traction in the advertising world. Just last week, Stagwell, a rival to IPG, tapped IBM and Microsoft veteran John Kahan for the position, while Monks

made founding executive Wesley ter Haar its CAIO.

These appointments signal a broader shift as agencies recognize the critical need to integrate AI into their core strategies and operations.

Under his new remit, Snyder also plans to fuse innovation with operations to maximize AI's use for brands, including securing partnerships with AI startups and enterprise-level solutions, though he stopped short of sharing specifics. Momentum has already led AI-driven campaigns, such as Coca-Cola's Coke Spiced, an AI-powered experience designed to engage consumers in new and creative ways.

Tying AI to business performance

To measure AI's effectiveness, Momentum is integrating AI into its daily operations in measurable ways. This includes tracking the percentage of campaigns powered by Momentum's AI systems, monitoring tool usage across projects, and connecting that data to the agency's financial systems.

"We have the uplifting KPIs—engagement, conversion, ROI—in our programs that are using applied AI, tying directly to business performance and not just operational novelty," Snyder said.

He also plans to make new hires, including data architects, engineers, creative technologists, and synthetic media producers, as well as someone to oversee AI ethics.

"We're already pulling in talent from platforms, labs, startups—people who want to shape how AI lives inside brands, not just how it runs in the cloud," he said. "The talent we attract is a pretty leading indicator of where we're going."

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