

Strategy₪

DIAGEO

The AI Cocktail:
How Diageo Mixes Data
Governance and AI for Its Iconic
Brands

DIAGEO



Előd Fejér

Head of Finance and Legal DA&I

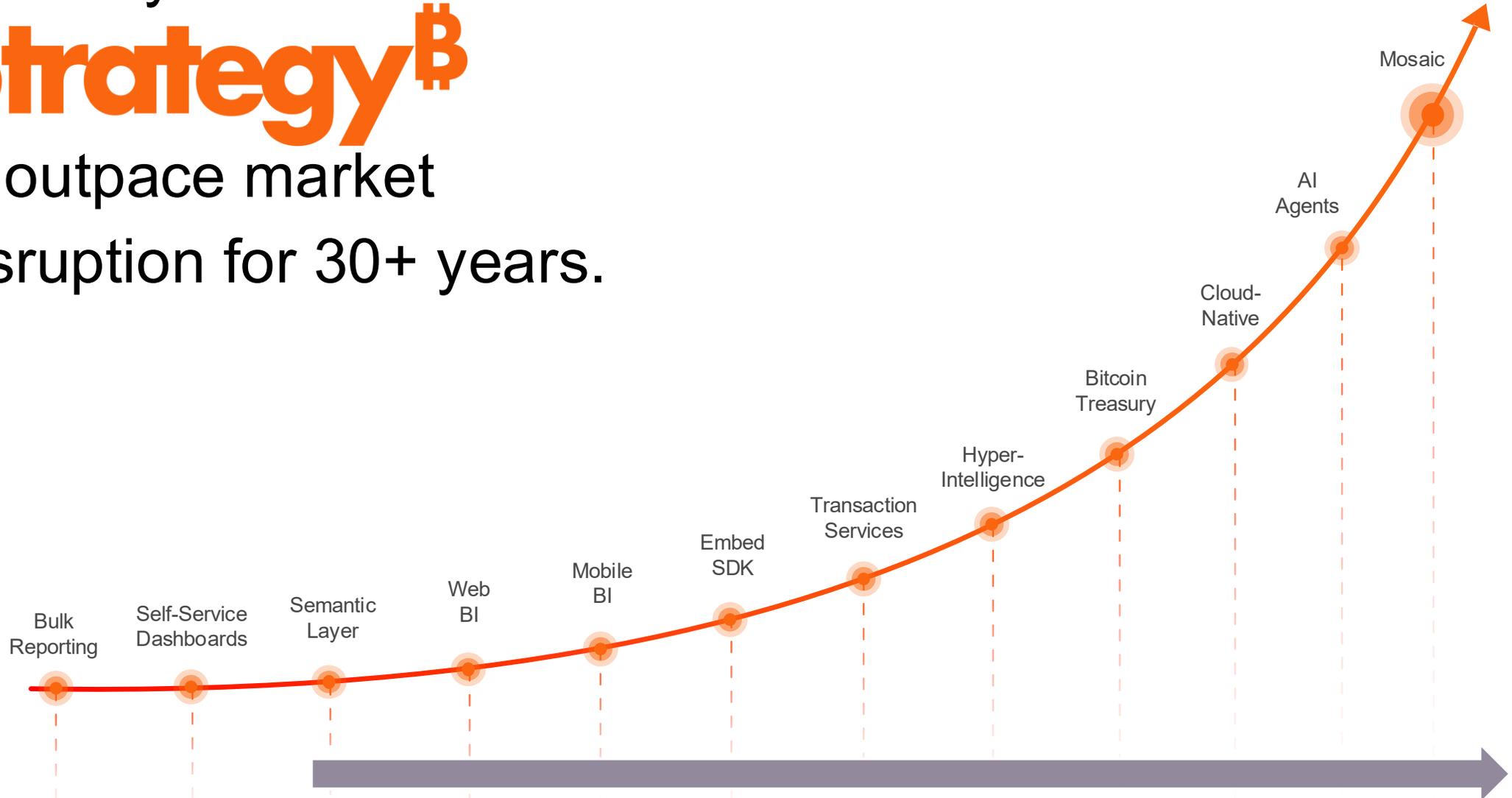
Strategy[₿]



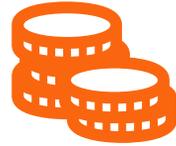
Juliana Schoettler

Senior Product Manager

The only data
Strategy[₿]
to outpace market
disruption for 30+ years.



The AI Dilemma



No defined business value

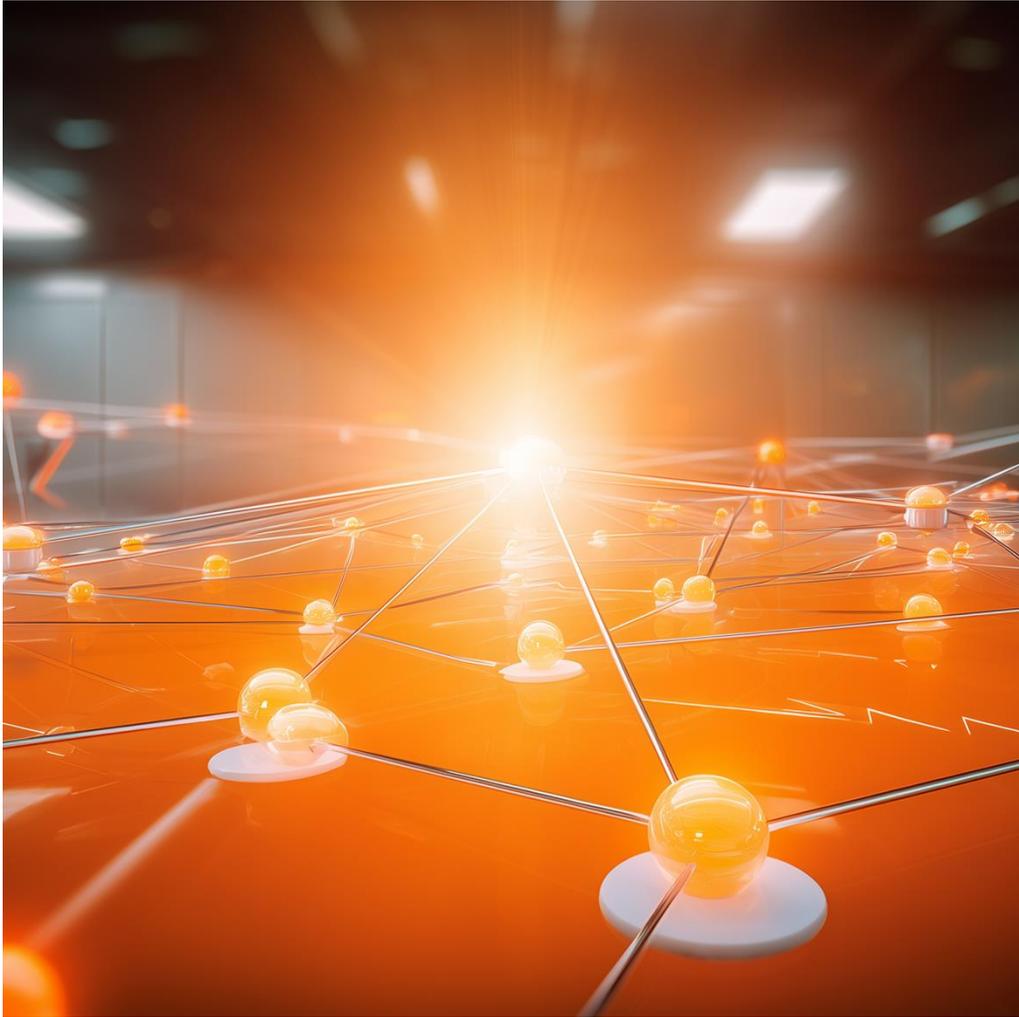


Lack of governance or
AI-readiness



No path to adoption

The Diageo Recipe for Success



A product-driven approach



A governed, AI-ready data foundation



A clear view of value

DIAGEO



JOHNNIE WALKER.



GUINNESS

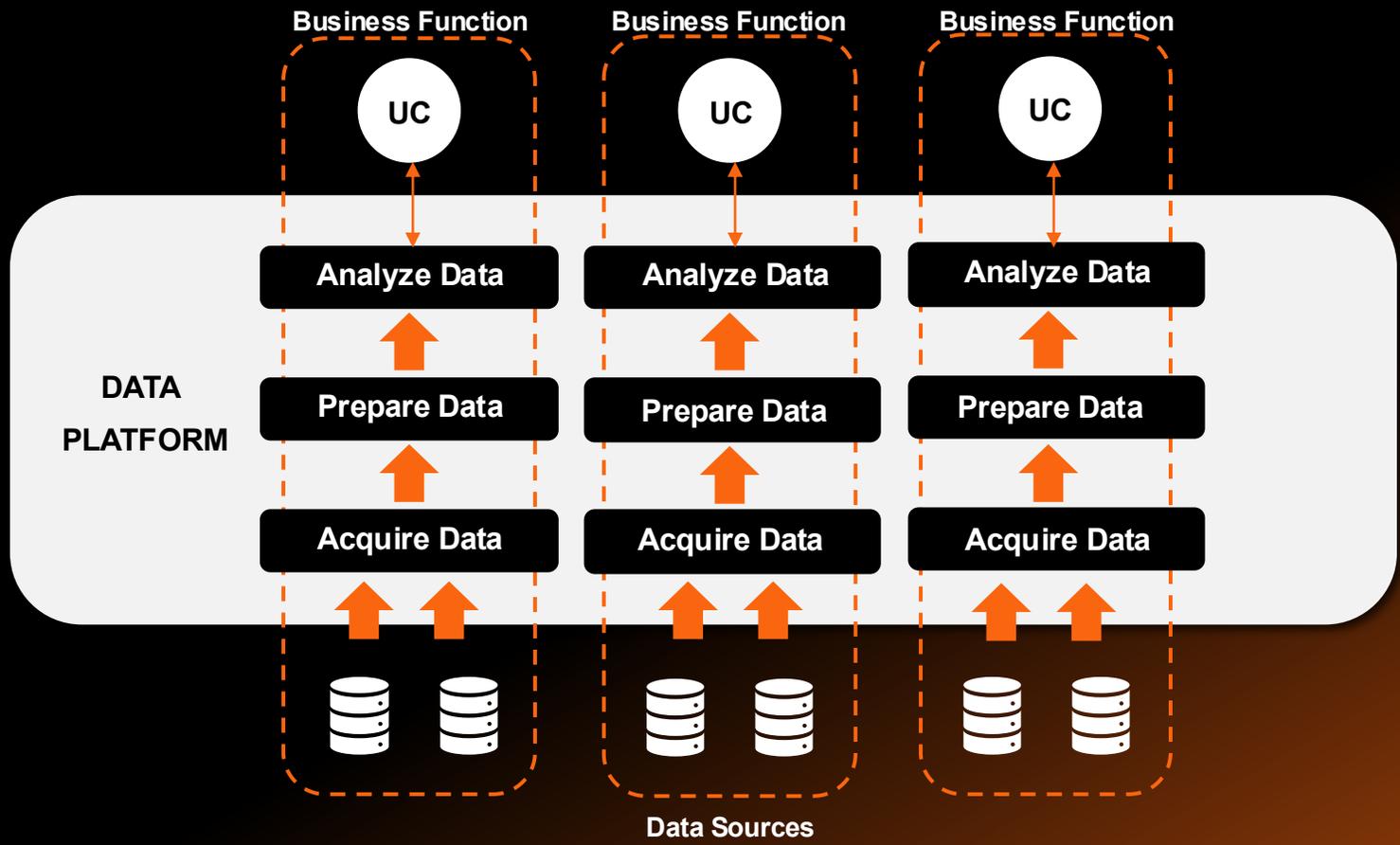


With over **200 brands sold** in more than **180 countries**, we are driven to be the world's best brand builder, leading the way in premium drinks.



The Project Centric Approach

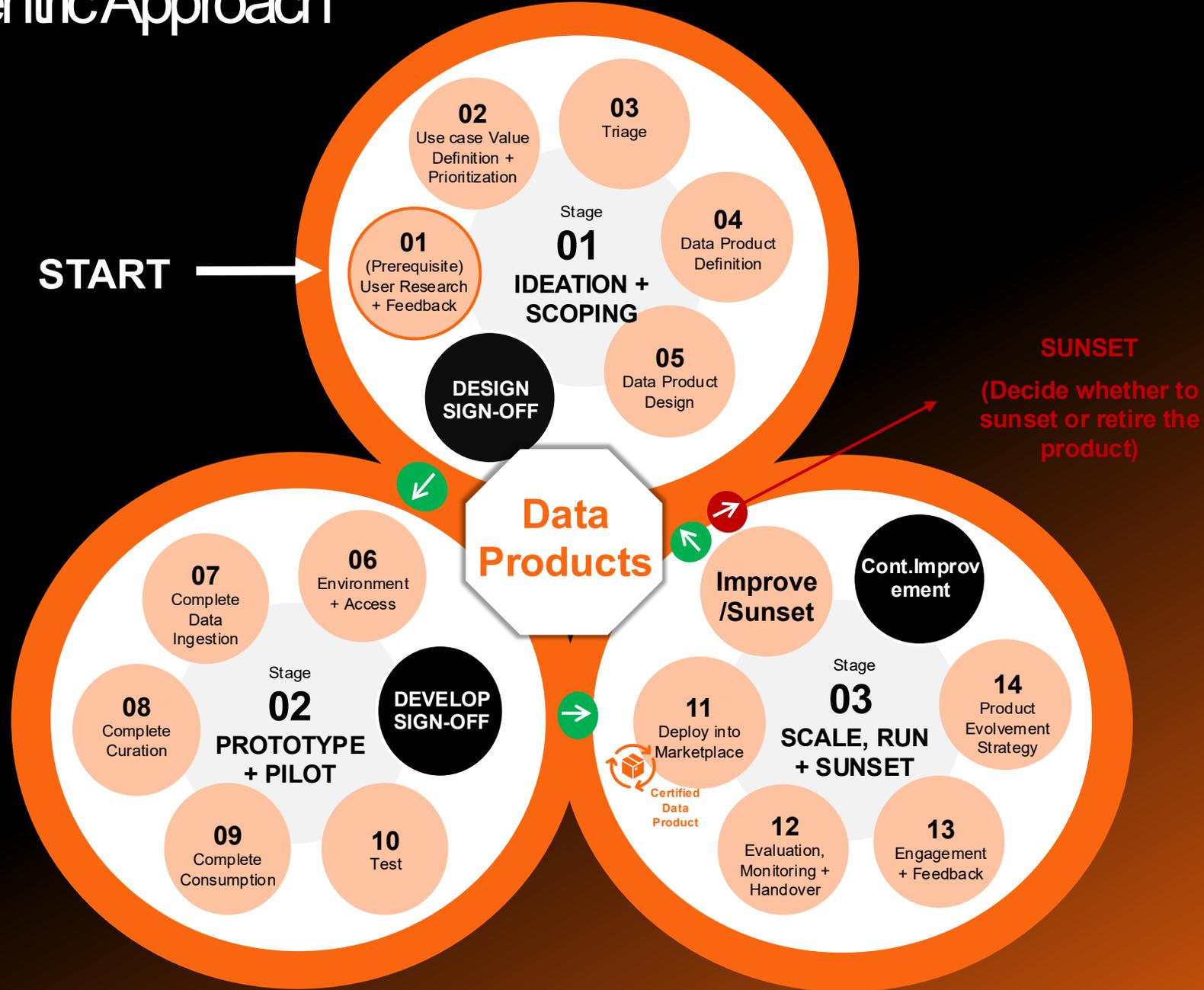
From:



Project Driven Mindset

The Product Centric Approach

To: 





Hi, Marina.Kudryavtseva!

Hello! I'm BPM Lens, your virtual assistant.
How can I guide you today?

Here are some suggested topics based on the provided data. Choose a suggestion below or ask a question.

List the **Profit Center L2 Region** by **price impact GP** and percent to total in a grid

Highlight the most performing **Brand-L3: Product Category-4** regarding **Price Impact GP**

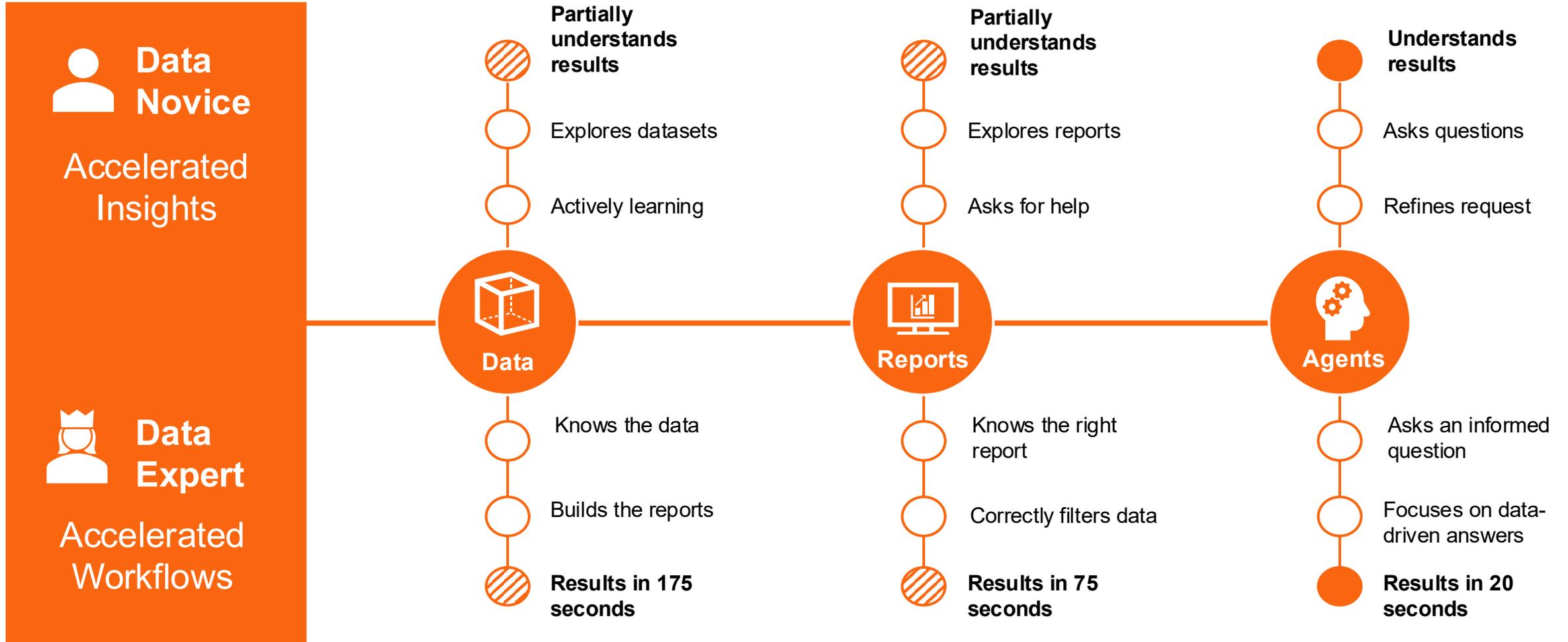
Show the **Base GP** and **Landing GP** for those **Customer Group (RTM)** listed as 'Unassigned' or 'Unknown'.



Ask me a question... the more specific you are, the better!



Benefits of Strategy Agents



The AI Cocktail



Base Spirits

Clear business outcomes and value measures



Mixers

AI-Ready data foundation (governed + secure)



Garnish

Product-driven approach, operating model, adoption plan



Shake + Taste

Iterate through pilots into scaled products with feedback loops

Get Your Data AI-Ready with Strategy

Use the QR code
to start building
your AI Cocktail
today!



Thank You