

Agentic AI

SPOTLIGHT

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ARTICLE



Gerry Murray

Research Director, Marketing and Sales Technology at IDC

Gerry covers marketing technology and AI solutions that advance MarTech strategy. He makes key predictions on the impact of Agentic AI, Conversational AI, and Generative AI, especially as it relates to marketing solutions and strategy.



Edge AI and Super Agents: The Next Trillion Dollar Market Cap Opportunity



IDC estimates GenAI Will Increase Marketing Productivity 40%+ by 2029



For each analyst, click the profile to view their linkedin page.



Stephanie Liu

Sr. Analyst, Privacy and Marketing at Forrester

Stephanie covers the intersection of Marketing and Privacy, and the various AI solutions that impact these areas. She writes about Agentic AI as a top emerging tech for 2025, and is often quoted in New York Times and CNBC.



The State Of AI Agents: Lots Of Potential ... And Confusion



AI Agents: The Good, The Bad, And The Ugly



Tom Coshow

Sr. Director Analyst, Business Process Outsourcing Customer Management at Gartner

Tom advises clients on how to best leverage AI to enhance customer management systems, and how practical AI applications drive industry change and foster strong customer experiences. He writes about Agentic AI and AI agents as a top 10 strategic technology for 2025.



Agentic AI: Behind the 2025 Top Tech Trend



AI Agents: The Next Big Thing in AI



Ritu Jyoti

Group VP, Worldwide Artificial Intelligence and Automation Research at IDC

Ritu leads IDC's AI thought leadership, and makes predictions about the future of AI. She focuses her research efforts on the rapidly evolving AI innovations and ecosystems, and frequently mentions Agentic AI, as in her recent interview with Salesforce. She is often quoted in the media as a leading expert on AI innovations, such as in Bloomberg, Fast Company, and similar outlets.



Q&A: IDC Analyst Ritu Jyoti on What You Need to Know About AI Agents



IDC FutureScape Worldwide AI and Automation 2025 Predictions



Martin Gill

VP Analyst and Research Director at Forrester

Martin leads a European-based research team focused on CX, B2C marketing, and consumer privacy. He leads research efforts in related emerging technologies such as Agentic AI and AI solutions. He is the co-host of the Forrester podcast, "CX Cast" where he frequently discusses AI best practices.



Human + AI: Meet Your Digital Double



Predictions 2025 Webinar: B2C Marketing & Customer Experience



Eric Goodness

Distinguished VP Analyst at Gartner

Eric leads AI coverage within IoT settings for Gartner and is team lead for their Emerging Tech & Trends: AI team. He primarily focuses on accelerating the pace of IT innovation to advance both business and society. Eric predicts that the future of AI is "Agentic".



The #1 Data and AI Trend in 2025: Sharpen Your Edge



Top AI Tech Trends for Product Leaders



Pieter Den Hamer

VP Analyst, KI Leader for Generative AI at Gartner

Pieter primarily covers all things AI, and serves as the Key Initiative (KI) leader of Gartner's GenAI resource center. He predicts that Agentic AI will increase dramatically in enterprise software applications by the year 2028.



Gartner IT Symposium/Xpo 2024 Barcelona: Day 1 Highlights



The Top AI Trends for 2025



Eden Zoller

Chief Analyst of Applied AI at Omdia

Eden covers applied AI strategy across key industry verticals with deep expertise in the consumer domain. She has pioneered tools such as Omdia's AI Maturity Assessment tool, and an AI Innovation Tracker. She writes about the complex nature of AI agents replacing human workflows.



Enterprises are falling behind on AI governance and compliance



Omdia's Generative AI Trends for 2025



Anthony Mullen

VP Analyst and KI Leader for AI at Gartner

Anthony is the Key Initiative (KI) lead for Gartner's AI Center. He specializes in AI agents for natural language technology and conversational AI. Currently his research efforts are focused on multiagent systems.



Mitigate New Risks and Security Threats from AI Agents



Generative AI isn't the 'new electricity' - it's the electrician



Marty Resnick

VP Analyst and KI Leader for Tech Innovations at Gartner

Marty leads Gartner's Tech Innovation team, and co-leads the Gartner futures lab. When it comes to AI, he is primarily focused on Artificial General Intelligence (AGI) and how AI drives innovation and the future of IT and business.



Raising AGI through the Confluence of Art and Science



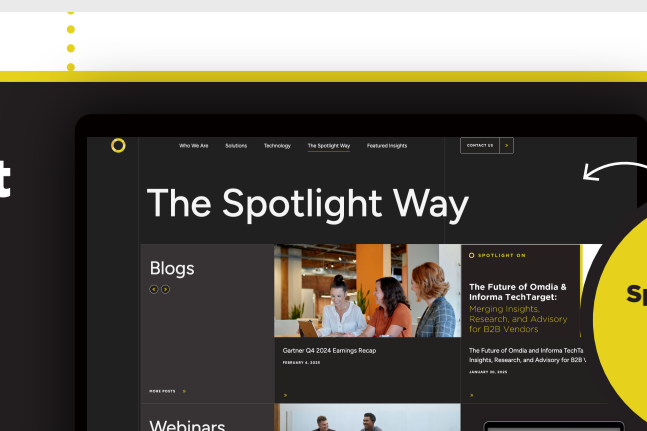
Artificial General Intelligence and Artificial Consciousness



Maximize your AR Impact with The Spotlight Way

Unlock expert insights, best practices & strategic resources you need to refine and strengthen your AR program.

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Head to Spotlight Way for more self-service discovery.