

62nd TMAG Meeting Hosted by Qualcomm

How can AI and Large Language Models Help Me Thrive in My Job?

Tuesday, September 23, 2025

8:00 – 8:45 Check-in and breakfast

8:45 – 9:00 Qualcomm Welcoming Remarks
Dolly Goulart, Senior Director of Market Intelligence

9:00 – 10:00 **Beyond Speed: Unlocking the Real Power of Synthetic Data in Market Research**

[Yogesh Chavda](#), Founder
[Y2S Consulting](#)

Introduction: Gireesh Joshi, Adobe

Synthetic data is having a moment – but most conversations get stuck on speed and cost. To kick off TMAG 62, Yogesh will cut through the hype to show how synthetic data can unlock new capabilities in market research, from modeling hard-to-reach audiences to simulating scenarios traditional methods can't touch.

Drawing from real-world client work and a clear decision framework, he'll explain when to use it, when not to, and how to evaluate tools and vendors. Whether you are data-rich or just resourceful, this session will show you how synthetic data can augment – not replace – primary research and help you build faster, smarter, and more future-ready insight systems.

10:00 – 10:45 **Laying the Foundation: Use Cases in Generative AI**

[Diego Lomanto](#), CMO
[WRITER](#)

Introduction: Dolly Goulart, Qualcomm

Diego Lomanto of WRITER will lead a discussion with attendees about the ways in which they are using Generative AI in their jobs. Starting with an overview of Generative AI and how it is evolving, this interactive session will provide examples of agents ranging from L1 (personal productivity) to L4 (full agentic orchestration or multi-agent systems), with a focus on each of the elements in an AI stack. Attendees will have the opportunity to suggest use-cases that WRITER will incorporate in real-time demos of AI agents, to illustrate real-world applications.

10:45 – 11:00 Break

11:00 – 11:45

From Oh No! to Bring it on!

Turning AI War Stories into Winning Strategies in Market Intelligence

[Dolly Goulart](#), Senior Director of Market Intelligence
[Qualcomm](#)

Introduction: Jeff Young, Central Moment, Inc.

In this session, Dolly will share the journey of her team's AI transformation – from early “Oh No!” moments marked by legal hurdles, skepticism, and bandwidth constraints, to the hard-earned wins that now define their evolving AI-first culture. What began as a cautious, fragmented approach has become a bold, strategic embrace of AI – reshaping workflows, boosting productivity, alleviating burnout, and unlocking new strategic value. This talk explores the real challenges faced, the mindset shifts that followed, and the AI-first strategies now fueling success.

Coming out of this session, you will:

- Understand the legal and operational challenges of integrating AI with third-party data;
- Learn how to overcome resistance to AI as a perceived replacement rather than an enhancement;
- Discover strategies to experiment with AI despite limited bandwidth; and
- Gain inspiration from real success stories of AI-driven transformation.

11:45 – 12:15

TMAG Member Introductions

12:15 – 1:15

Lunch

1:15 – 2:00

From Insight to Impact: Accelerating Decisions and Proving the ROI of AI in Market Intelligence

[Laura Kegley](#), CRO
[Canvs](#)

Introduction: Shveta Saggar, NVIDIA

In today's data-rich, decision-scarce world, MI professionals are being asked to do more than deliver insights. They're expected to influence decisions, shape strategy, and prove their business value. Yet many teams are bogged down in the “last mile”: spending hours interpreting customer feedback, aligning inconsistent taxonomies, and crafting executive-ready deliverables from fragmented inputs.

This session will explore how AI and large language models (LLMs) enable insight teams to close the insight-to-decision gap, faster, more consistently, and with greater strategic clarity. Laura will share how leading brands are using platforms such as Canvs to reduce time to insight, increase the visibility of qualitative data, and analyze customer feedback in ways that drive innovation and revenue.

This session will also address a growing organizational imperative: measuring the ROI of AI. Attendees will learn frameworks for calculating productivity gains, insight delivery speed, and business influence, to demonstrate that effective use of AI makes your team indispensable.

2:00 – 2:15

Break

2:15 – 3:00

The Mirror and the Lens: Unlocking Hidden Truths with Synthetic Panels

[Jordan Harper](#), Senior Principal Edge Thought Leader
[Qualtrics](#)

Introduction: Bianca Iorga, NVIDIA

Traditional market research often grapples with the “echo chamber” effect, where panelist biases – conscious or unconscious – can skew results and limit the effectiveness of insights. Additionally, reliance on human respondents introduces significant vulnerabilities for IP security, especially when proprietary or sensitive information is involved. While synthetic research is often lauded for its speed and cost efficiency, its potential as a robust solution for mitigating biases and enhancing IP protection remains largely untapped.

During this session, Jordan will:

- Explore how synthetic panels, powered by advanced AI, offer a powerful new tool for market intelligence specialists, providing perspectives often missed by traditional recruitment methods.
- Demonstrate how AI can be leveraged for bias mitigation, generating data that is both representative and better accounting for common human-centric distortions;
- Examine the crucial debate surrounding human vs. synthetic data validity, posing critical questions about what constitutes ‘truth’ in research.
- Address the ethical considerations of AI in research and envision the evolving future of market intelligence roles as these technologies become more integrated; and
- Present Qualtrics’ ongoing experimental designs, including the use of factual data, to illuminate the potential of synthetic panels to reveal previously hidden truths.

3:05 – 3:15

Break

3:15 – 4:00

Using an LLM to Identify and Size Your Target Market

[Zihan Miao](#), Senior Customer Insights Manager
[Adobe](#)

[Brent Johnson](#), President and Founder
[Central Moment, Inc.](#)

Introduction: Gireesh Joshi, Adobe

Large language models (LLMs) have promised to greatly improve market intelligence. In this session, Zihan and Brent will describe just such a success story at Adobe. They first describe the business objective – identify and size the target market for business digital document and creative software around the world. They then describe a solution that pairs qualitative research results after applying an LLM to text data with quantitative data from a large demographic database.

This LLM is used to query a large corpus of text describing 18,000 work tasks and 120,000 software products used by workers in over 800 occupations. These results are then married to a demographic database describing the number of workers around the world arranged by occupation, company size, industry, and country. The result yields a set of estimates for the number of workers around the world likely to need Adobe's products – plus their characteristics and likely use cases. This presentation will highlight the tricks and tools for LLM success, such as how to avoid LLM hallucination, estimate the confidence in LLM results, and earn stakeholder acceptance.

4:00 – 4:45

From Noise to Narrative: How Agentic AI Shrinks the Insight Gap for Market-Intelligence

[Chris Ackerson](#), SVP Product Development
[AlphaSense](#)

Introduction: Shveta Saggar, NVIDIA

MI professionals spend 60-70 % of their week hunting for, refining, and analyzing data – this is time that could be spent turning insights into action. AI can shoulder that grunt work and elevate MI from reactive reporting to proactive guidance.

During this session, Chris Ackerson of AlphaSense will:

- Share an overview of guardrails and best practices – the foundations of agentic AI that ensure utility for market intelligence;
- Describe several use cases which illustrate how agents turn traditional market research tools into true analyst partners; and
- Perform a live demo – a deep dive on a company's current performance and strategy in an uncertain policy environment

4:45 – 5:00

TMAG Breakout Sessions

Attendees will break out into smaller groups to discuss their thoughts on the meeting – what was most valuable, what changes they would like to adopt, and areas they would like covered by TMAG in the future.

5:00 – 5:15

Debrief

Representatives from each group will share highlights of their respective breakout sessions.

5:30 -

TMAG Reception and Dinner at DishDash in Sunnyvale
Hosted by Central Moment, Inc.