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AI for Everyone:
Unlocking Marketing Brilliance with Gemini Ultra

Case Study

AI

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Session Overview:
On Friday, 28th November 2025, ObserveNow Media, in collaboration with Shivaami and Google Cloud, hosted an exclusive, invite-only closed-door CXO Roundtable titled "AI with Gemini Ultra – Unlocking Enterprise Intelligence with Google Cloud."

The evening brought together 30+ senior marketing, technology, data, and engineering leaders from SaaS, FinTech, EdTech, Manufacturing, Consumer Tech, and Digital Enterprises to discuss how Gemini Ultra and Google Cloud's AI stack are enabling organizations to accelerate innovation, improve decision-making, and drive measurable business outcomes.

Key discussions focused on:
- Enterprise AI adoption using Gemini Ultra
- Practical use cases of generative AI across marketing, product, and engineering
- Building AI-ready data foundations on Google Cloud
- Security, governance, and responsible AI practices
- Scaling AI initiatives from pilots to production

The session enabled candid peer exchanges, expert-led insights, and actionable takeaways for leaders navigating the next phase of AI-driven transformation.

ObserveNow Media A leading B2B media and CXO engagement platform delivering network intelligence across India's enterprise technology ecosystem through high-impact leadership forums and demand-generation programs.

Shivaami A Google Cloud Premier Partner specializing in cloud, data, and AI transformation, helping enterprises adopt and scale generative AI solutions securely and efficiently.

Google Cloud A global technology leader enabling secure, scalable, and responsible AI through its cloud infrastructure, data platforms, and advanced AI models including Gemini Ultra.

Event Overview

- Type: Invite-only, Closed-Door CXO Roundtable
- Venue: Bengaluru
- Time: 6:30 PM onwards
- Attendees: 30+ Senior Leaders (Marketing, Technology, Data & Engineering)
- Experience: Keynote Insights, Networking Dinner & Cocktails

Participating CXOs & Senior Leaders

Founders, CEOs & CTOs

- Aninda Chatterjee – Co-founder & Chief Technology Officer (CTO), BridgeLabz
- Prrashanth Nagaraj – Founder & CEO, feedfront.AI
- Rajiv Sen Gupta – Co-Founder & CRO, feedfront.AI
- Dharmendra Raghuvanshi – Chief Technology Officer, Chai Point
- Ankit Kamra – Co-Founder & CEO, Covrzy
- Akshay – Head of Engineering, Covrzy
- Mahabisweswar Das – Founder & CEO, Deltafour®
- KVS Rao – President & COO, Deltafour®
- Aditya Satyadev – Co-founder & Director, BizAcuity
- Chandresh Sethia – Co-Founder, EVRE
- Vishal Kuchanur – Co-Founder & CTO, Varaha

Marketing, GTM & Growth Leaders

- Karthik C – Chief Marketing Officer, Imarticus Learning
- Eashwar Ramakrishnan – Head of GTM & Associate Director Marketing, iOPEX Technologies
- Rajesh Bharti – Associate Director – Marketing Operations, Leena AI
- Preetinder Kaur – Associate Director – Branded Content & Integrated Marketing Solutions, VerSe Innovation

- Siddam Bharat – Senior Associate Director – Content Marketing, Simplilearn
- Gopal Krishna – Director of Marketing & Sales, ZETWERK
- BS Ravi – Deputy Director – Strategic Accounts, VerSe Innovation

Technology, Data, Engineering & Security Leaders

- Rahul Rao – Founding IT Engineer, Refyne
- Ravi Ranjan – Head – IT & Engineering, Clinikk
- Vineet – Head of Information Security, Refyne
- Ezil Arasan – Head – IT, Arvind Limited
- Raghuveer Singh – Head – IT, Snabbit

Enterprise Operations & Business Leadership

- Bhavvna Jolly – Head – Marketing & Business, Spookfish Innovations Pvt. Ltd.
- Kishan Pallapothu – VP – IT Operations, Spookfish Innovations Pvt. Ltd.

Key Themes & Insights

- Gemini Ultra for Enterprise AI: Leaders explored how Gemini Ultra enables advanced reasoning, multimodal intelligence, and enterprise-grade AI use cases.
- From Experiments to Scale: Focus on moving beyond AI pilots to production-ready deployments.
- Responsible & Secure AI: Strong emphasis on data security, governance, and ethical AI adoption.
- AI-Powered Growth: Using generative AI to enhance customer experience, content, and productivity.
- Partner-Led Enablement: Shivaami's role in accelerating AI adoption on Google Cloud.

Engagement Highlights

- CXO-Led AI Dialogues: Open discussions on AI readiness, ROI, and organizational change
- Expert Insights: Practical guidance from Shivaami and Google Cloud on Gemini Ultra use cases
- Cross-Industry Perspectives: AI adoption insights from SaaS, FinTech, EdTech, and Manufacturing

Key Outcomes & Takeaways

- 78% of attendees identified generative AI as a top strategic priority for 2026
- 72% expressed strong interest in deploying Gemini Ultra–powered AI solutions
- 68% highlighted data readiness as the biggest enabler for AI success
- Strong follow-up interest in Shivaami's AI consulting and implementation services

Conclusion

The exclusive CXO Roundtable on "AI with Gemini Ultra", hosted by ObserveNow Media in partnership with Shivaami and Google Cloud, reinforced the growing enterprise focus on generative AI as a competitive differentiator. Leaders agreed that scalable infrastructure, secure data foundations, and responsible AI frameworks are critical to unlocking AI's full potential.

The forum successfully positioned ObserveNow Media as a trusted convener of AI-focused CXO discussions while highlighting Shivaami and Google Cloud as strategic partners for enterprises accelerating their AI journeys with Gemini Ultra.

Industry Insights

- 92% of B2B marketers say in-person CXO events deliver the highest ROI (Gartner, 2024)
- 1 in 2 CXO attendees convert into qualified leads, with 20–30% progressing to sales within 30 days (Bizzabo, 2024)
- CXOs are 1.7x more likely to decide after face-to-face interactions vs. digital-only engagement (McKinsey, 2023)

ObserveNow Event Benchmarks:

- 80–90% report improved understanding
- 60% convert into business leads
- 40% express immediate business interest

BRANDING ELEMENTS

EVENT GALLERY

EVENT GALLERY