

Dublin HUG Presents

From INBOUND to Action: What's New in AI-Powered HubSpot Marketing



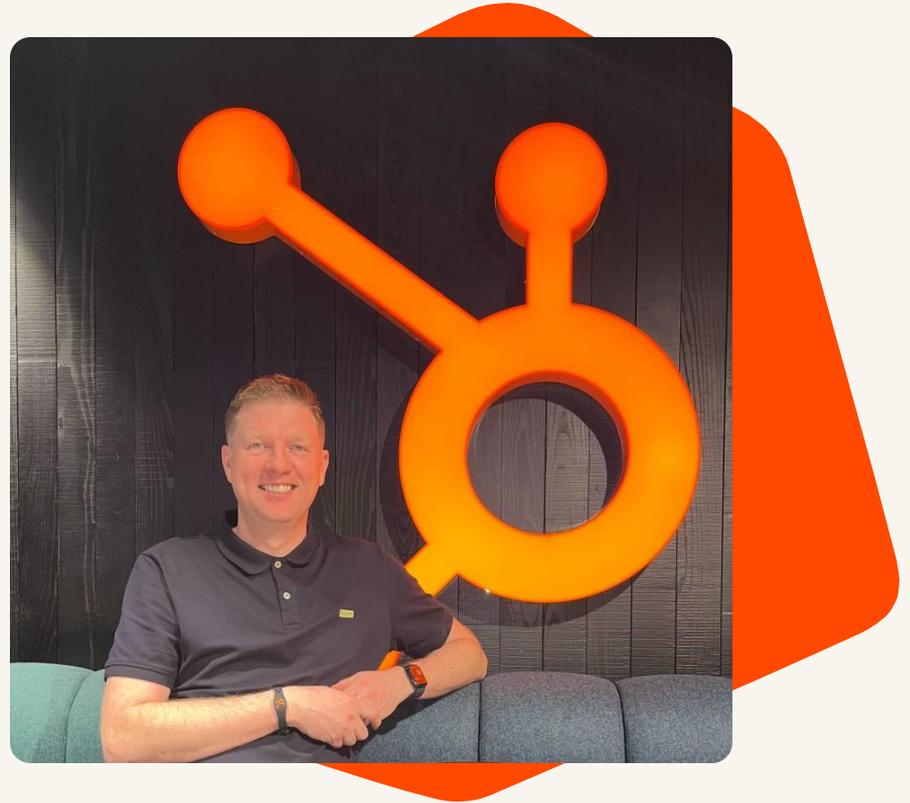
Welcome & Introductions

Rich Archbold

SVP of Business Systems, Security & IT at HubSpot.

About My Role:

- Leads the global Business Systems, Security & IT organisation
- Focuses on scalability, data quality, and operational excellence
- Oversees how HubSpot runs on HubSpot
- Passionate about AI, data, and scaling operational excellence



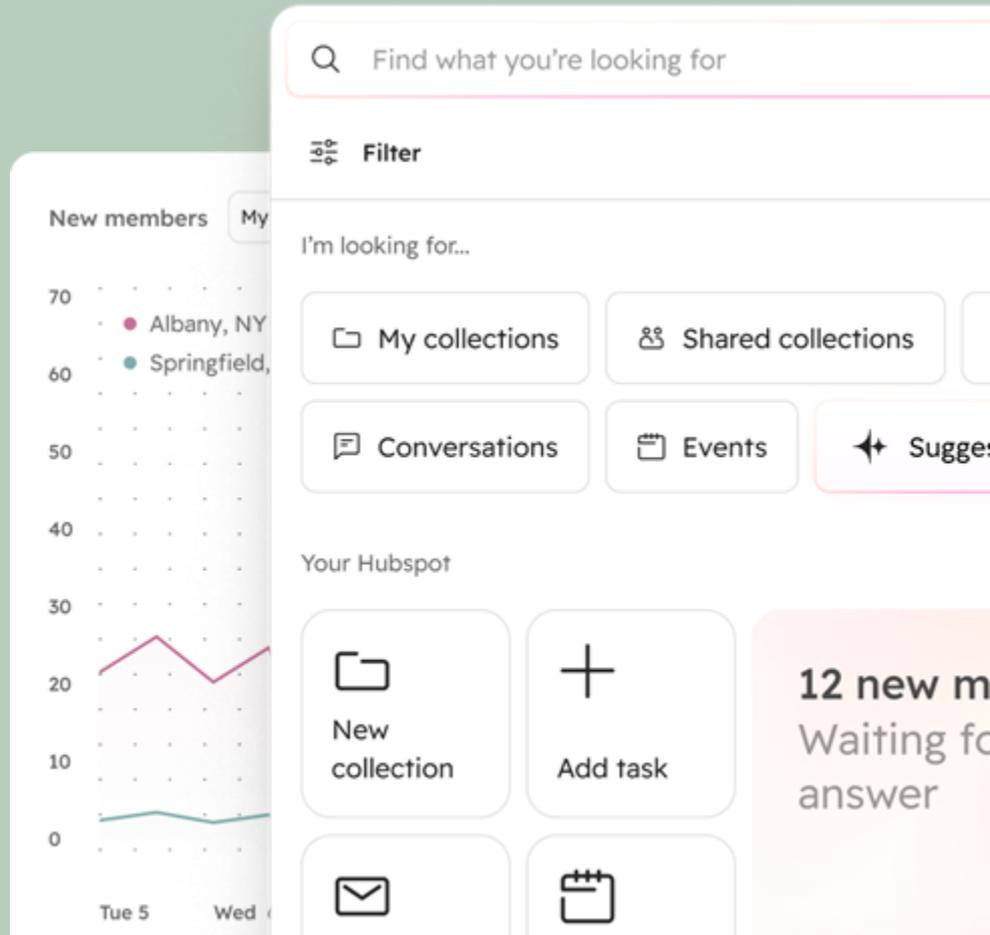
Running HubSpot on HubSpot

Before Joining HubSpot:

- Led Business Systems at another well-known company Ran Marketo for Marketing, Salesforce for Sales, and Intercom for Support
- Each platform was powerful but disconnected
- My team spent more time managing integrations and fixing data quality than innovating

Now at HubSpot:

- All GTM teams unified in one connected platform
- Cleaner data, fewer silos, and shared visibility across the customer journey
- Time to focus on innovation and the hard stuff that moves the needle



Our AI Transformation

AI has completely changed the GTM landscape.

It's disrupting inbound; making it harder that ever to attract new leads.

It's making deals more competitive. Every company is sharper, faster and more capable.

And it's changing expectations. Leaders everywhere are saying, "Do more, get more efficient.. Thanks to AI", as if it's a magic wand.

Do those challenges sound familiar?

For me, while these have been the most challenging 18 months of my career, they've also been the most exciting and educational.

My team and I invested heavily in AI fluency. We've experimented relentlessly, learned a ton, and see real results.

MEETINGS BOOKED (AI SEQUENCES) -
MONTH

+1,000

REP WIN RATE (AI-GUIDED)

+10%

BREEZE CS ADOPTION - WEEK

80%

AI SUPPORT BOT REQUESTS

60%



Today's Agenda

01

Loop Marketing: How HubSpot Uses AI to Power Campaigns

Kieran Flanagan,
Marketing, AI & GTM SVP,
HubSpot.

02

AI-Powered Email: What's New and What's Next

Mícheál Markey,
Product Manager,
HubSpot.

03

Marketing Studio: Bringing Campaigns Together

Derek Owens,
Product Manager,
HubSpot

04

Breeze Studio: Simplifying App Creation in HubSpot

Shay Redmond,
Group Product Manager,
HubSpot

05

Break

Enjoy refreshments and informal chats with other attendees and speakers.

06

Hands-On Workshop: Build a Post-Event Nurture Journey

Indira Carino,
Growth Director,
CAT MEDIA

07

Hands-On Workshop: Setting your Customer Agent

Graham O'Connor
Product Manager,
HubSpot.

08

Wrap-Up & Drinks

Join us to continue the conversations in a relaxed setting with drinks, snacks, and good company.



Speakers



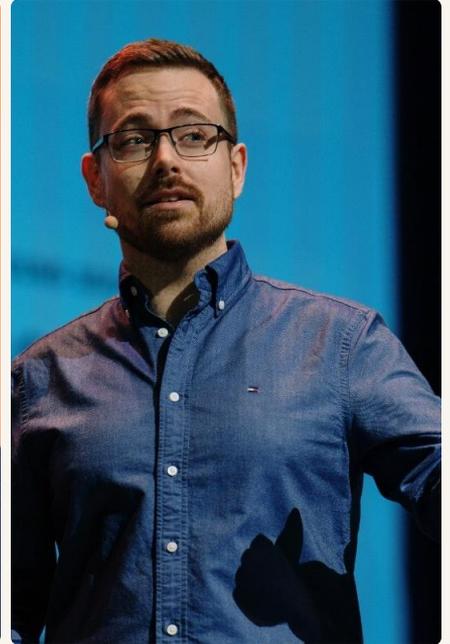
Kieran Flanagan / Marketing SVP



Mícheál Markey / Product Manager



Derek Owens / Product Manager



Shay Redmond / Group Product Manager



Workshop Facilitators



Graham O'Connor / Product Manager



Indira Carino / HubSpot Partner

Success is making
those who believed
in you look brilliant.

DHARMESH SHAH
Chief Technology Officer

HubSpot



Help us Shape Dublin HUG

February 2026
HubSpot House



Stay in the loop — the next event is in October at HubSpot House.
Stay tuned on social & the Dublin HUG page!



Thank You



HubSpot