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The rise of the (new) creative technologist.

The missing link in AI-driven creative transformation.

A shift is already underway.

Organizations are investing heavily in AI, but most pilots stall because creative work doesn't easily translate into machine-readable inputs. The creative technologist, a strategic yet often overlooked role, is emerging as the bridge between creative vision and scaled content automation.

Explore how the role is evolving, the qualities to look for, and how to ensure long-term success.

Bridging the enterprise ecosystem.

Today's creative technologists translate ideas into enterprise-scale production without compromising brand trust. Three benefits make their role critical:

Higher strategic impact

Increasing involvement in upstream processes, with greater ownership of outcomes and KPIs.

Brokering knowledge

Connecting disciplines that rarely speak the same language, from design to engineering to legal.

Unifying the content supply chain

Linking creative production to the broader content supply chain to move the business forward.

"With the shift toward an AI-native ecosystem, we are moving beyond tactical execution to a more holistic approach. It is no longer just about producing content, it's about delivering on strategic outcomes faster while elevating the brand.

Eph Cruz
Director of GenAI and Creative Technology, Comcast

Five key qualities of an exceptional creative technologist hire.

1. Creative expertise

Deep understanding of creative workflows to ensure outputs work across the ecosystem and elevate brand value.

2. AI tinkerer mentality

Passionate about AI innovations, with a bias toward action and eagerness to iterate on POCs quickly.

3. Flexibility

Willingness to course-correct as new information surfaces, delivering solutions that end users will adopt.

4. Holistic approach

Solves not just for creative production, but for the broader goals and needs of the organization.

5. Change agent

Helps architect the new creative operating model by articulating the vision and building buy-in across teams.

"Someone who is too niche in one area won't succeed. The more you understand how the broader operation works, from strategy to delivery, the better you can build automation solutions with upstream and downstream needs in mind.

Matt Hall
Executive Creative Director, Studio Rx

Ensuring long-term success.

Hiring the right creative technologist is only the first step. To drive measurable impact, organizations must ensure the following:

- Facilitate onboarding
- Communicate the mandate
- Define clear, measurable goals
- Remove roadblocks to experimentation
- Empower them to drive change

Unlock AI success with the creative technologist.

Read the full report

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