



EXPERT INSIGHTS FOR THE C-SUITE

CES 2024 *For the C[E]O*

MEET OUR
EXPERTS



DAVID SABLE,
VICE CHAIR
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About David: Global marketing leader with 4 decades at top agencies. Ex-Global CEO of Y&R, VP at Wunderman, leading digital transformation. Board member of American Eagle Outfitters, Ethan Allen, UNICEF/USA, Special Olympics.

CEOs – CES is inspirational, no doubt. But for modern business leaders, it can be difficult to parse what tech on the floor is a fad or the next frontier of your business. Stagwell Vice Chair David Sable shares his advice for CEOs on the trends + technology to watch as 2024 gets underway.

“The key to innovating after CES is contrarian thinking.”

CONVERGENCE AND CONNECTIVITY

In today's dynamic business landscape, **the driving force behind exceptional products and services lies in convergence and connectivity.** Consider the automotive industry; mobility has been the connective tissue for innovation across that sector as brands converge ad innovation, experiential partnerships, and more on the road experience. **Amazon** has an automotive division that – in its own words – is creating products and services to “deliver a more convenient, more connected driving experience.” Expect integrations galore, from Alexa/Echo, to AWS, and beyond. **LG** is also playing big in that space, not to mention the return of **BlackBerry**, which is partnering with Amazon and others to develop a connected vehicle software platform for in-vehicle applications. For CEOs, the lesson for 2024 of connectivity and convergence is key. Whether by partnerships, or integrating your own tech stack, the drive to deliver seamless, interconnected experiences will shape innovation this year.

REMEMBER THE USE CASES OVER THE DREAMS

Any of my colleagues and clients know that I am obsessed with the need for use cases. **Siemens** set the tenor early with their opening CES keynote, which displayed at least five tangible, in-market or soon-to-be-launched applications of GenAI. **More company money than imaginable has been wasted across industries chasing after hype cycles.** Despite bold claims such as a universal shift to the Metaverse next year, Bitcoin replacing all currencies within two years, Blockchain's un-hackable nature, and global drone delivery domination, it's crucial to acknowledge that while some merit exists, it often falls short of justifying exorbitant consultant fees. Where does that leave CEOs? **The key is contrarian thinking. If everyone is pointing to X product as the next big thing, look instead for the Y product that no one is thinking about.** I remember when VCRs first debuted on the floor; no one expected them to become the dominant medium for at-home entertainment at the time. What is your VCR? I do want to be unequivocal: AI is undeniably the real deal, offering substantial, practical benefits that transcend mere buzz. It will be the enabler of many of the trends like immersive technologies which have fizzled in the past.

WHAT IF...THERE IS ACTUALLY NO 'NEW' TECH?

I will leave you with an observation after four days of exploring each hall with our clients and colleagues. There was little by way of *new* tech at this year's CES. Frankly, we are increasingly learning that there is no new tech. There hasn't been, and there won't be, until the next replacement for digital arrives. **Right now, we are in the age of applied technologies – where foundational innovations like AI get consumer-ready use cases.** That's an exciting place to be for companies who are not by nature big tech developers. **It puts today's CEOs, regardless of sector, in the driver's seat as we race to build the future of new digital experiences.**

FROM THE CONVENTION FLOOR

BlackBerry's QNX Software – a real-time OS for compute-intensive processing – was center-stage, optimized for industries like auto.



*LG debuted one of the rare *new* technologies at CES with the OLED T, a massive transparent television.*



WANT A CUSTOM BRIEFING ON CES?

The fun doesn't stop when you leave the convention floor. **Stagwell's** experts are on hand to deliver custom briefings about the technology from CES 2024 that is most likely to impact your business. Reach out at hello@stagwellglobal.com.

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