



The Kathryn Zox Show
Wednesday at 7 AM Pacific
July 3rd 2019: Ep 1 The Power Of AI and Ep 2 A Models Secret

Kathryn interviews Executive VP of Digital Media at Engaged Media Inc William Ammerman MA, author of "The Invisible Brand: Marketing in the Age Of Automation, Big Data, and Machine Learning." By 2020, the average person will have more conversations with AI bots than with his or her spouse. Ammerman pulls back the digital curtain on a transformed industry in which machines - not marketers - have become the ultimate arbiters. Over his career, he's managed digital advertising for hundreds of television stations and their websites. Kathryn also interviews Model, TV Personality & Philanthropist Cam

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Featured Guests



Camerone Parker
Having been featured throughout her storied modeling career in over 350 magazines, Camerone Parker, the former face of Olay, has walked the runways for designers like Vera Wang, Giorgio Armani, and Badgley Mischka, to name a few. She's been seen on billboards around the country for brands like Ralph Lauren POLO and has made appearances on Good Morning America, The Today Show, The View and more.

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William Ammerman
William Ammerman MA is Executive Vice President of Digital Media at Engaged Media Inc. and has previously held leadership positions with Tribune Media, Hearst Television, and Capitol Broadcasting. Over his career, he has managed digital advertising for hundreds of television stations and their websites, mobile apps, and connected platforms. He is the author of The Invisible Brand: Marketing in the Age Of Automation, Big Data, and Machine Learning and writes about marketing in the age of AI at MarketingandAI.com. Learn more at wammerman.com.

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