



Marina Petrova is the CEO of Intentful, a GenAI company that creates AI models that "know" your destination. Today, multiple DMOs and travel brands use Intentful's GenAI solutions in their work. Marina is a frequent speaker on the practical use of AI, most recently at the University of Oxford, World Federation of Advertisers, eTourism Summit, DMA West, Mobile World Congress, Columbia University Startub Lab, to name a few. Marina has 20+ years of experience in digital, creative and media, working with customers in more than 50 countries. She worked in the travel industry for 10 years.