

# **State of Generative AI in Talent Management for Commercial Teams in the US**

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# AI Research "Early Look"

- Research Overview
- Insights
- Next Steps



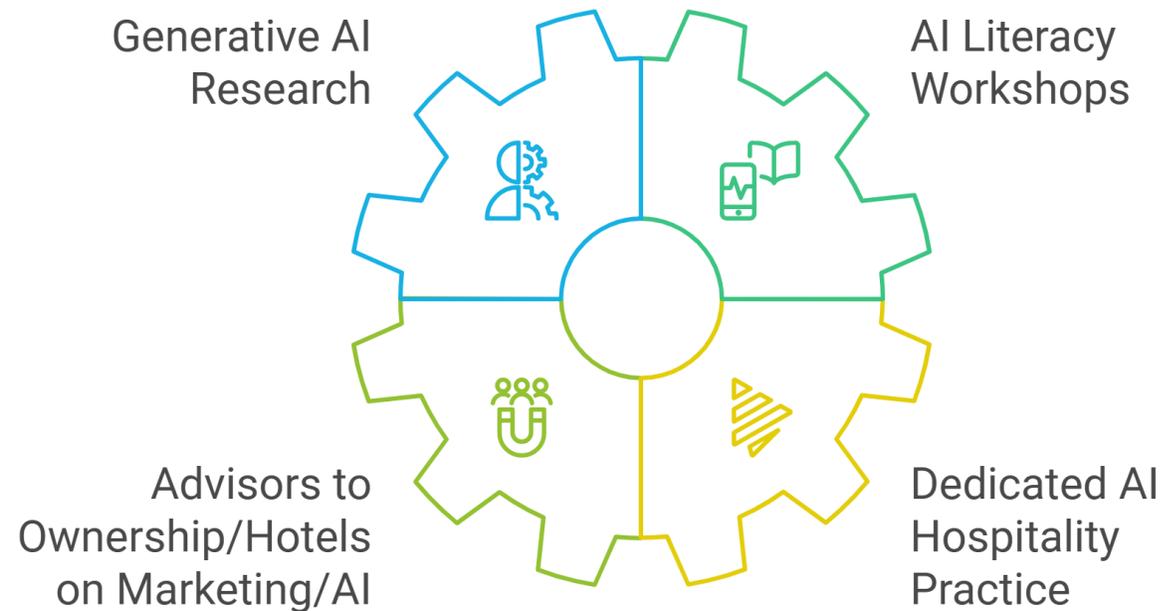
# How You Can Help?

## Take our AI Survey!



# VIVANDER ADVISORS

Smart Growth with Efficiency



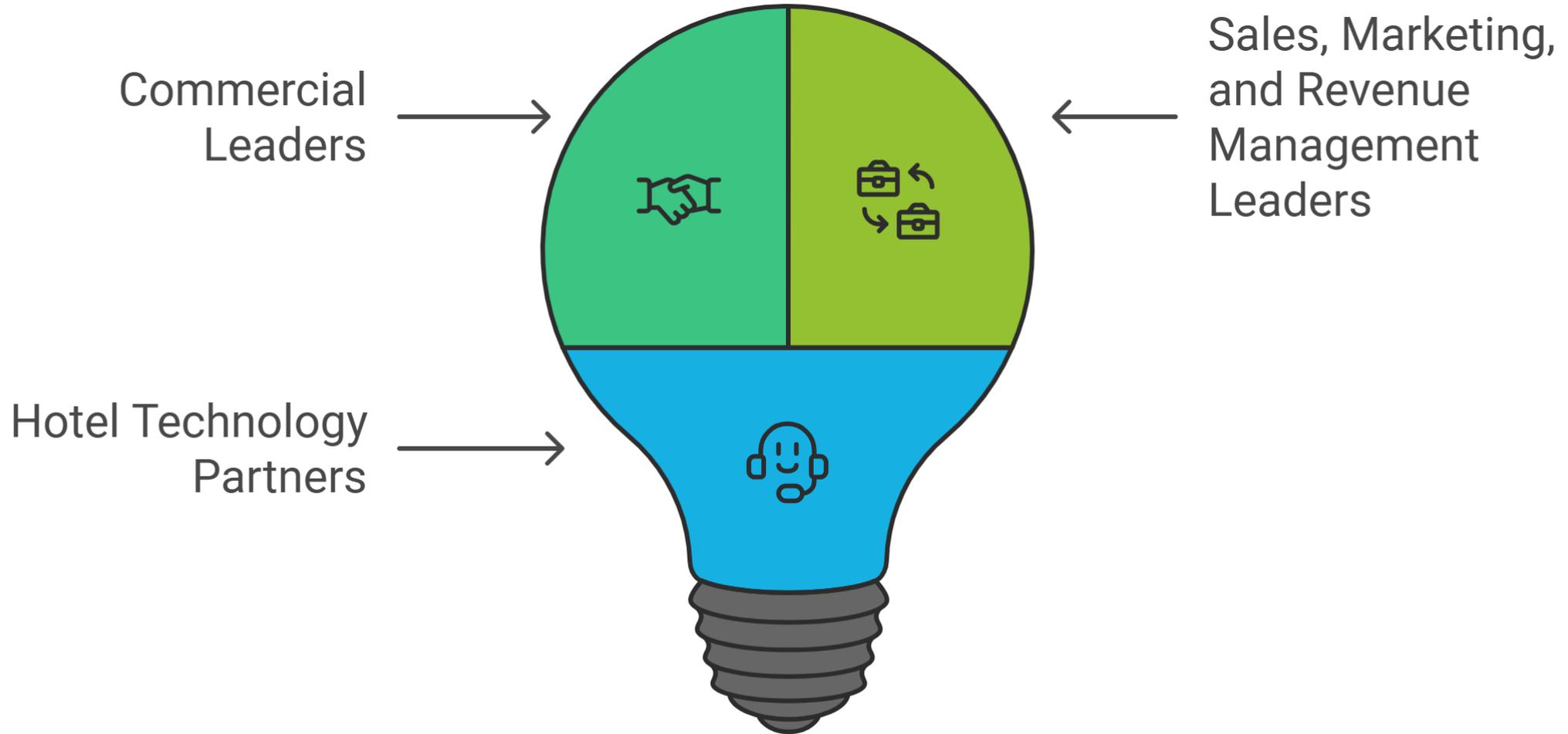
# Research Framing

*Exploring how generative AI is being used (or not used) by:*

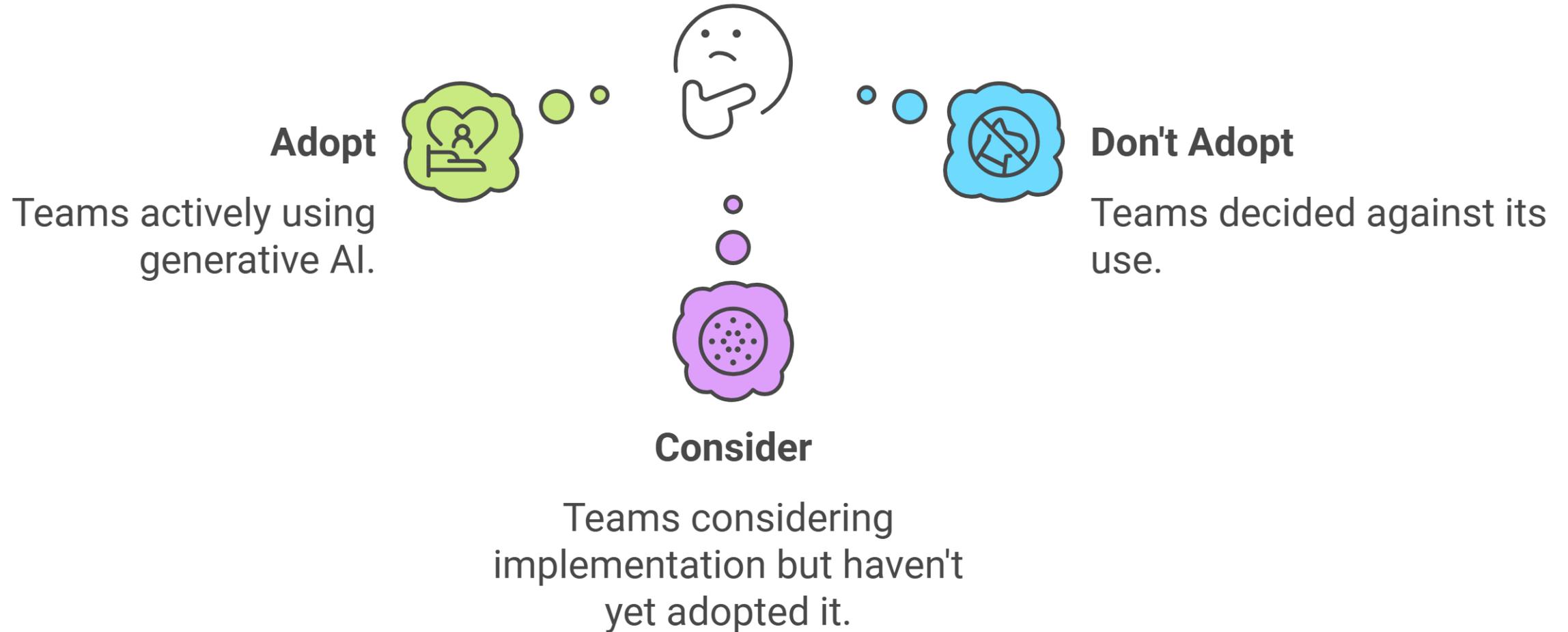
- *Sales,*
- *Marketing, and*
- *Revenue Management departments*

*In terms of talent management for recruitment, professional development, and retention.*

## Insights from Hotel Industry Interviews



## Organizational Mindset on Generative AI?



# Insights



# Talent Alchemy

When AI Powers  
Recruitment

(RECRUIT)

# Talent Al-chemy

## When AI Powers Recruitment

- This insight focuses specifically on how AI is transforming recruitment processes, from candidate screening to role definition and talent strategy.
- It explores how organizations are shifting from traditional industry-centric hiring to more diverse, cross-sector talent acquisition.

# Recruitment Insights

Manual Screening  
vs. AI-Powered  
Assessment



Industry-Centric  
vs. Cross-Sector  
Talent Search



Static Job  
Descriptions vs.  
Dynamic Role  
Evolution



Traditional  
Expertise vs.  
Hybrid Skills



Generational  
Knowledge  
Exchange



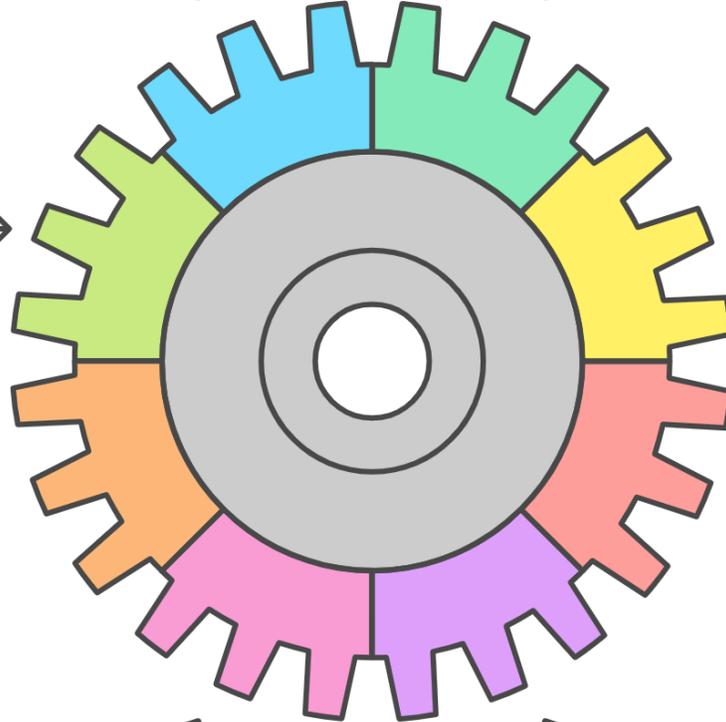
Reactive Hiring vs.  
Proactive Talent  
Strategy



Long-Term  
Industry  
Implications



Market  
Competitiveness  
and Cultural  
Evolution



# Nuggets

*“Using AI to analyze position requirements and candidate qualifications, enabling more comprehensive evaluation processes.”*

*"I can teach you hospitality ... if you bring a marketing mind and a content mind and you're a kind person and you're a servant leader ... I can combine that with my tech platform and really develop an employee.”*





# Hospitality's Power Pair

When Human  
Skills Meet AI  
Tools

(Develop)

HSMAI's

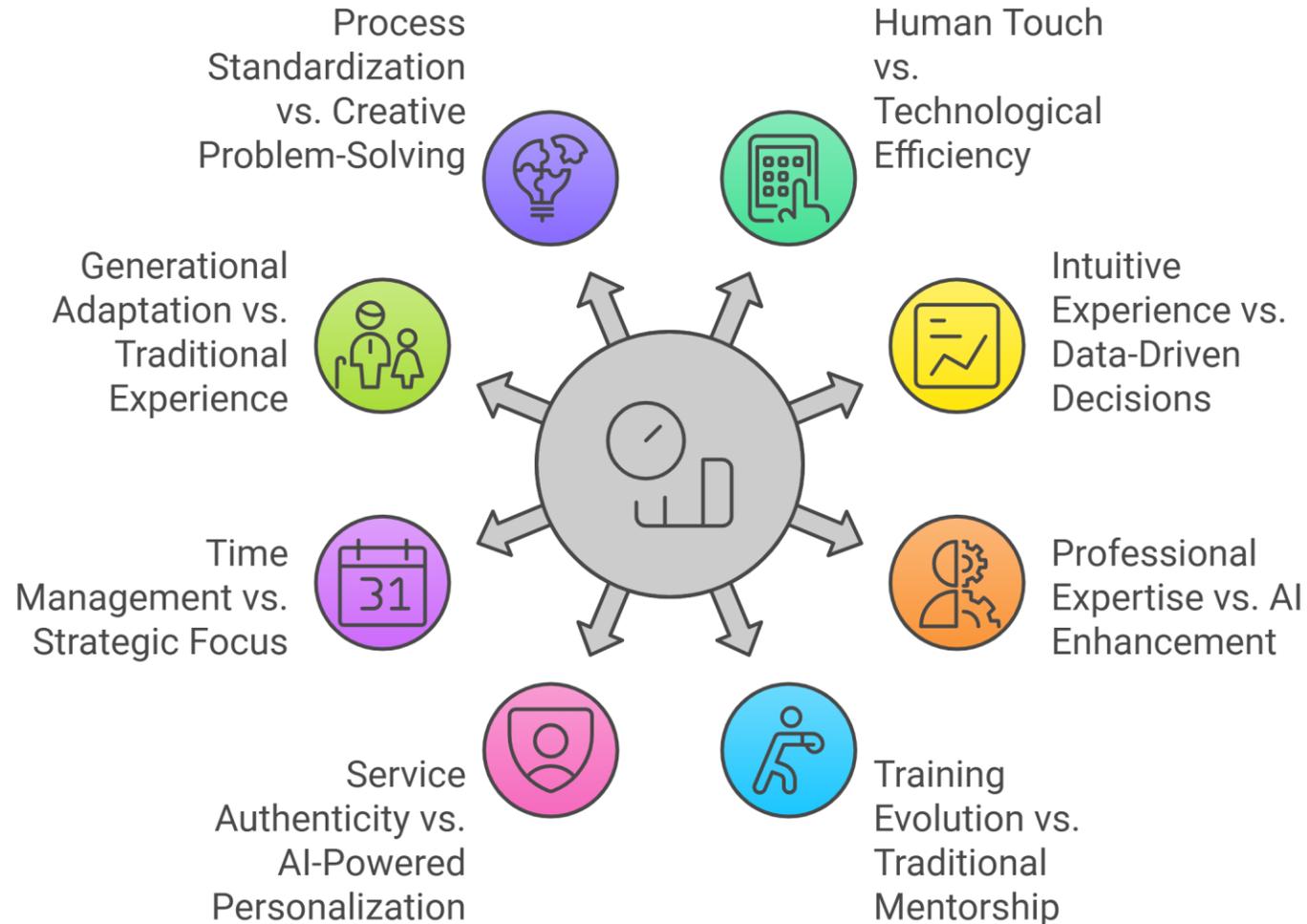
Curate

# Hospitality's Power Pair

## When Human Skills Meet AI Tools

- This insight examines how organizations balance traditional hospitality skills with AI-enhanced capabilities, focusing on role evolution.
- It explores how AI acts as a force multiplier for human capabilities while maintaining essential hospitality competencies.

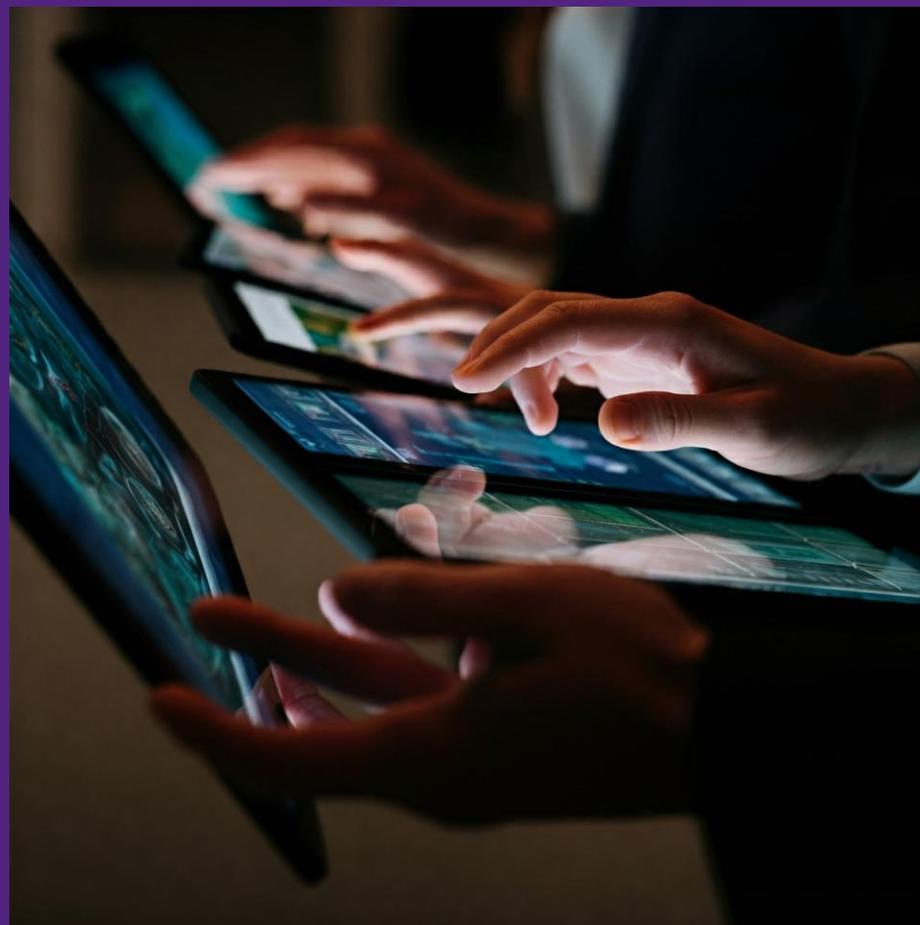
# Balancing Human and Technological Approaches



# Nuggets

*“We no longer need people who know multiple systems, but rather those who can engage with customers and work with unified AI platforms.”*

*“AI reducing 40-hour workloads to 30 hours highlights the dramatic impact on productivity, while raising questions about how to maintain professional judgment in an AI-enhanced environment where efficiency gains might overshadow the importance of human insight.”*





# The Learning Loop

Creating AI-Ready Organizations

(Develop)

HSMAI's

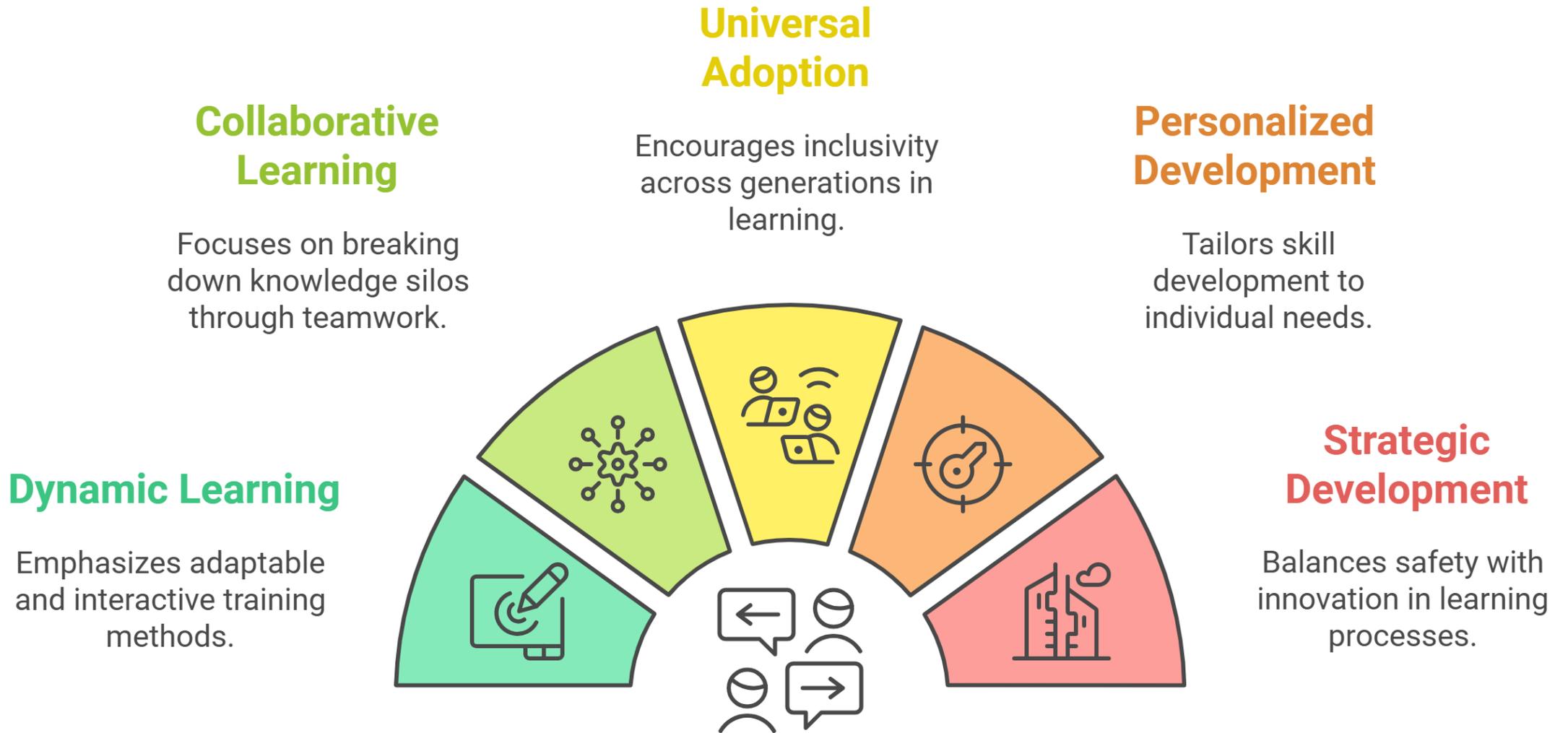
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# The Learning Loop

## Creating AI-Ready Organizations

- This insight explores how organizations plan to shift from traditional training models to continuous learning environments that support ongoing AI adoption.
- It examines how organizations foster collaborative learning and knowledge sharing in the context of AI implementation.

# Learning and Development Strategies



# Nuggets

*“The tension between different generations' approaches to AI learning presents both challenges and opportunities for organizations.”*

*“Organizations must develop frameworks that balance immediate skill requirements with long-term professional development objectives.”*





# Mind Over Mundane

AI's Path to  
Meaningful  
Work

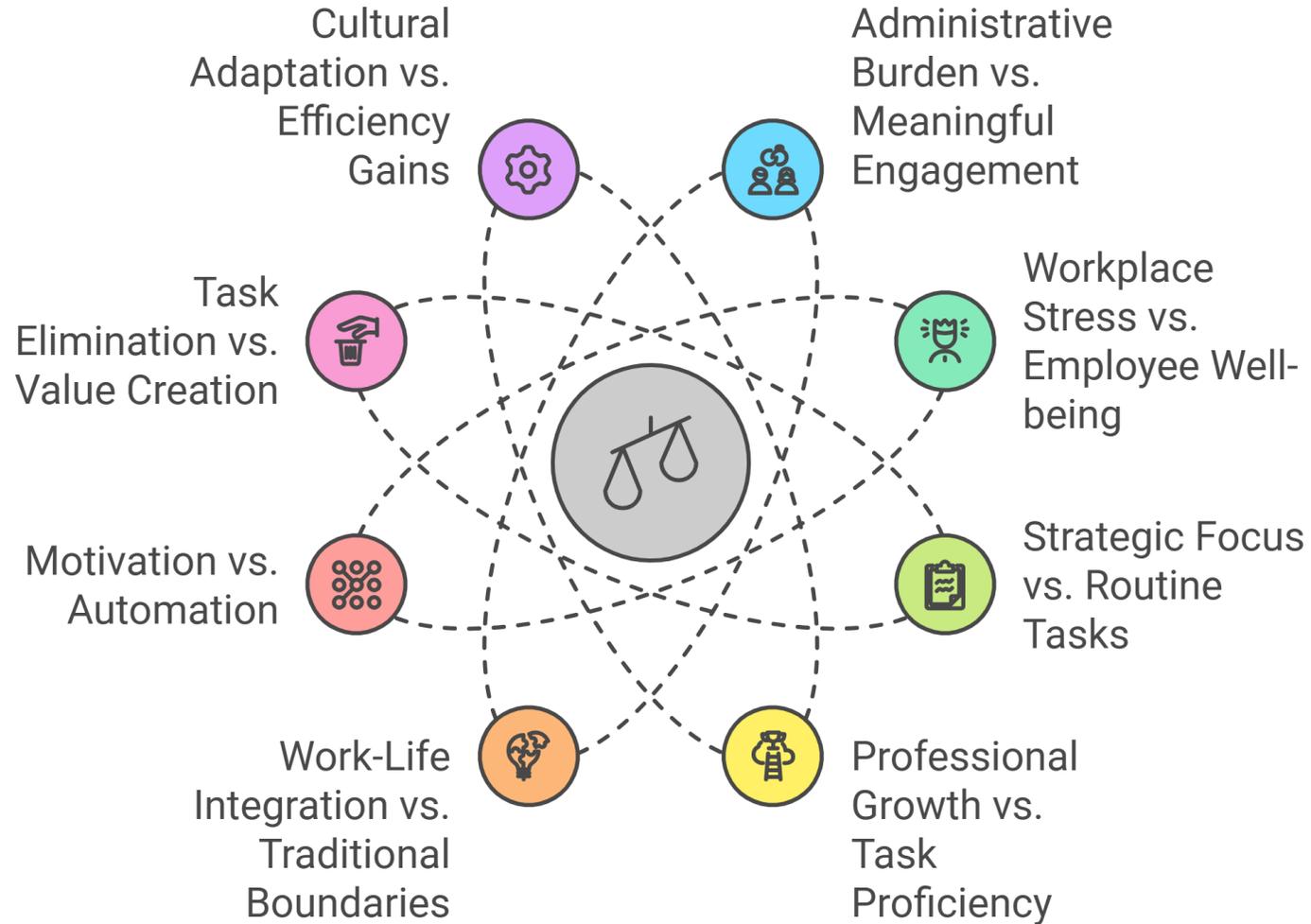
(Retain)

# Mind Over Mundane

## AI's Path to Meaningful Work

- This insight focuses on how AI impacts employee satisfaction and retention by reducing administrative burden and workplace stress.
- It examines how organizations can use AI to create more engaging and meaningful work experiences.

# Balancing Workplace Dynamics



# Nuggets

*“That AI can “free up time for your leaders” while providing “better data on our clients” shows how automation can simultaneously improve both efficiency and work quality.”*

*“With productivity increases through AI content generation, organizations must carefully consider which tasks to automate while preserving the human interactions that give hospitality work its meaning.”*



# Next Steps

- Update research with survey changes.
- Collect additional feedback.
- Finalize drafting of research.
- Target report finalization in December
- Distribution in January.

# Acknowledgements

- Noreen Henry of Sojern
- Kristin Miodonski of HSMAI
- Jason Smith of HSMAI
- HSMAI Foundation Engage Task Team for supporting this initiative.



# Thank you!

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