



# Five Essential Functions for AI Transformation

**Strategic Roles for Responsible  
and Scalable AI Innovation**

Presented by Salesforce Professional Services



## Introduction

The agentic era marks a defining shift in how businesses operate. AI-powered systems like **Agentforce** are evolving beyond static automation—becoming proactive, adaptive agents that learn, iterate, and improve over time. This transformation opens the door to smarter customer experiences, greater efficiency, and deeper strategic insights. But it also introduces new complexity. Outcomes are no longer fully predictable, and that means traditional roles, processes, and playbooks need to evolve.

To thrive in this landscape, businesses can look to existing roles to adopt new functions that bridge the gap between AI capabilities and human ingenuity. These functions are not merely additive; they represent a fundamental transformation in how teams operate, collaborate, and deliver value. By aligning these roles with agentic capabilities, organizations can unlock measurable benefits while mitigating risks and fostering resilience.

## The Five New Functions for AI-Driven Business Transformation

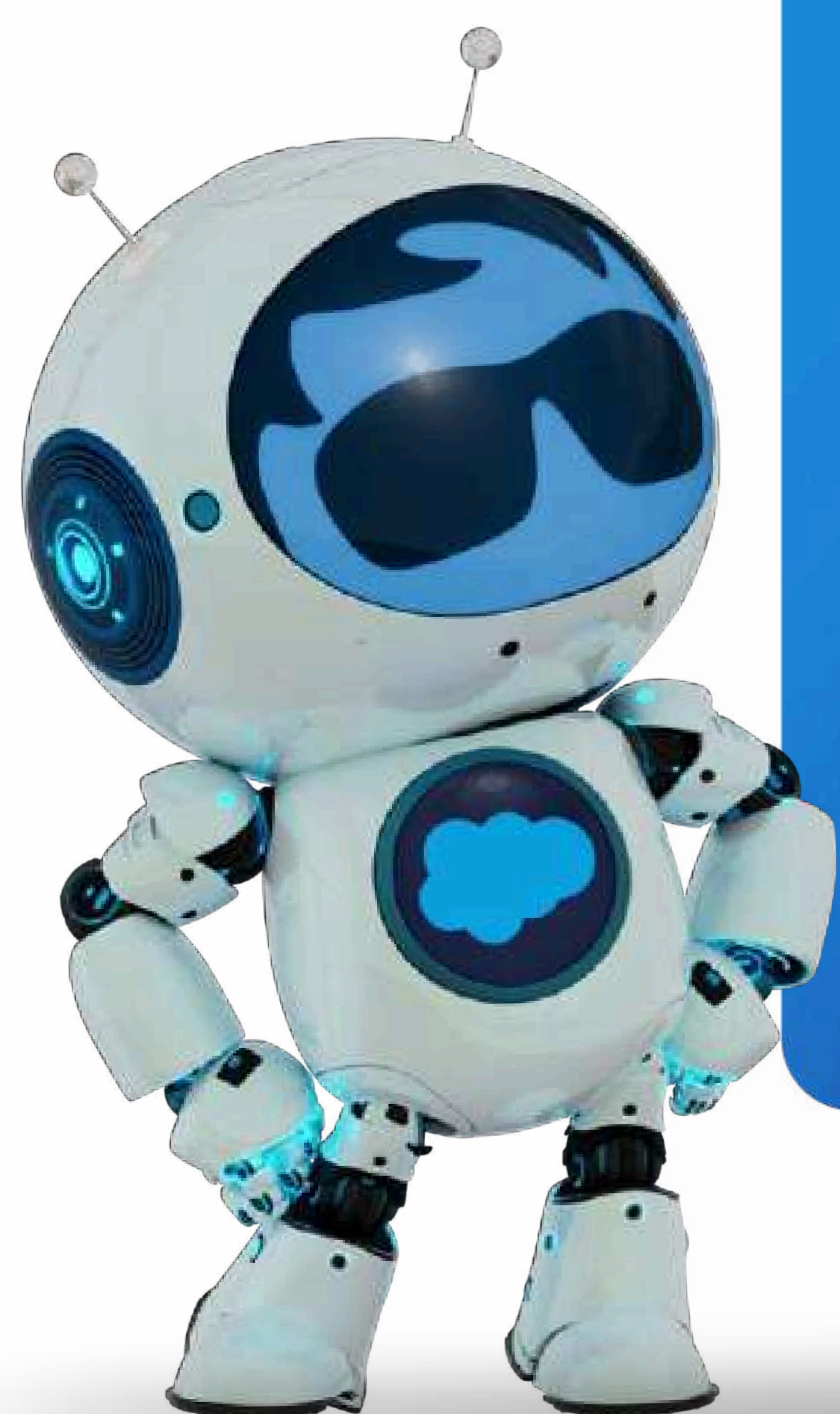
AI Agent Management

AI Risk & Governance

AI Operations Management

AI Workforce Training & Development

AI Workforce Integration

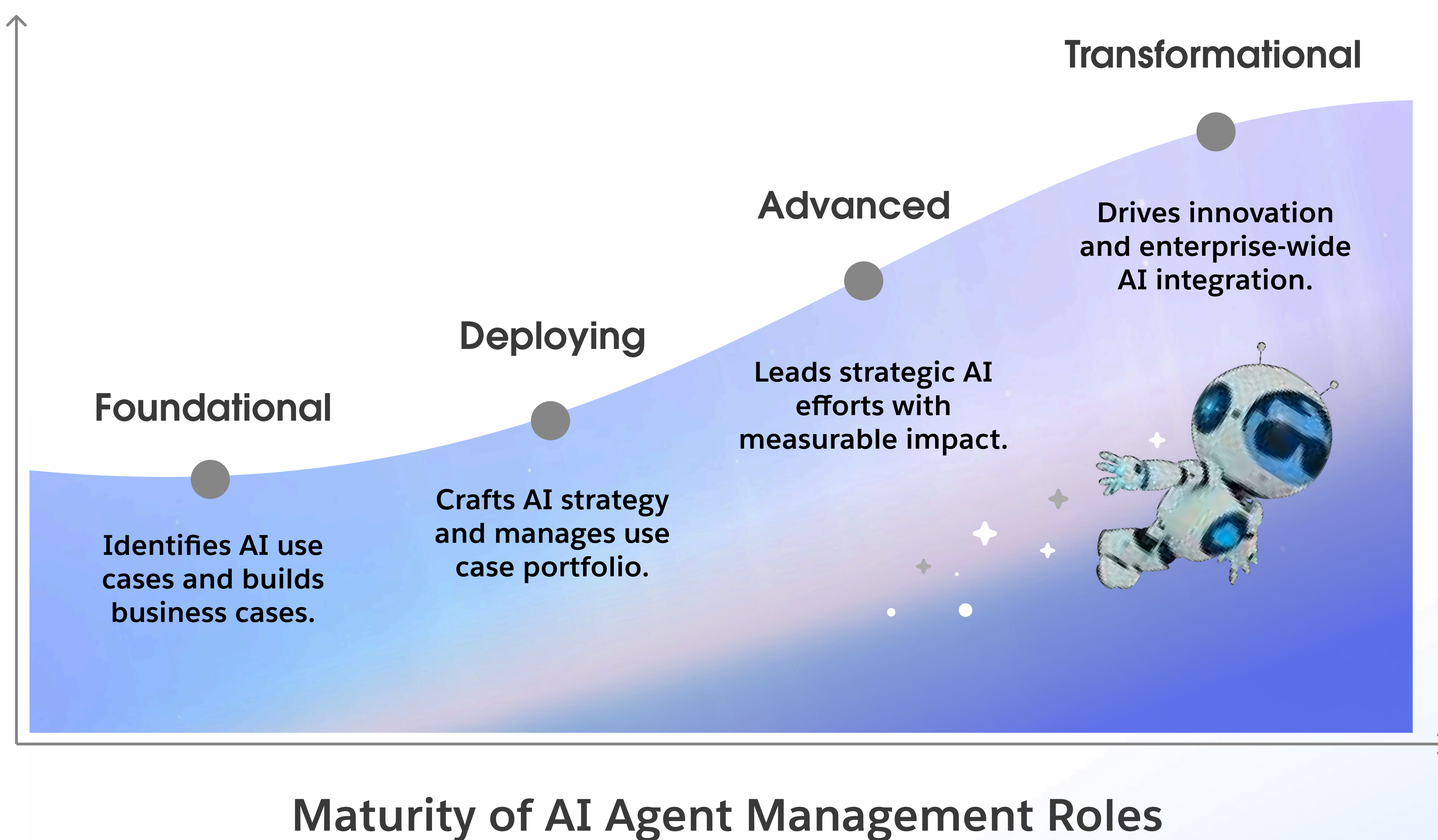




# AI Agent Management

The AI Agent Management function is a key driver of strategic AI adoption. As an organization’s AI maturity grows, so does the scope and impact of this role. Early on, the focus is on pinpointing high-value use cases—like using machine learning to predict customer churn—and building business cases that connect AI to clear outcomes.

As AI maturity grows, the role expands to shaping enterprise strategy, designing intelligent agents, and managing a portfolio of solutions. At advanced stages, the AI Agent Owner drives high-impact initiatives, ensuring innovation stays continuous, responsible, and aligned to business goals—bridging vision with execution across the organization.



## Role

Drives AI adoption by translating AI’s potential into actionable - scalable strategies.

### Example Job Titles:

- AI Agent Owner
- AI Product Manager
- AI Strategy Lead

## Goal

Ensures AI initiatives align with long-term business objectives.

## Responsibilities

- Identify and prioritize high-impact use cases for intelligent agents
- Guide agent design and deployment to automate or augment key workflows
- Build and manage a connected AI ecosystem, ensuring seamless integration across tools and platform

## AI Readiness Assessment

Get a clear picture of readiness and progression on the AI journey.



## AI Risk & Governance

The AI Risk & Governance function ensures that AI adoption remains transparent, ethical, and compliant with industry regulations. Initially, the focus is on establishing preliminary governance guidelines to address immediate trust and compliance concerns.

Over time, formal governance frameworks and policies are implemented to standardize AI oversight. Over time, this function evolves to develop comprehensive risk management strategies that proactively identify and mitigate AI-related risks. As the function progresses, predictive risk analytics can be introduced to anticipate potential issues before they arise, ultimately leading to the pioneering of new governance models that set industry benchmarks for responsible AI deployment.



### Evolving Functions of AI Risk & Governance

#### Role

Builds stakeholder confidence and safeguards against reputational and operational risks.

#### Example Job Titles:

- AI Governance Lead
- AI Ethics & Compliance Manager
- AI Risk Officer

#### Goal

Ensures AI aligns with organizational values and legal standards.

#### Responsibilities

- Establishes AI governance for ethical use and regulatory compliance.
- Implements risk controls like bias detection and transparency audits.
- Monitors AI systems and conducts ongoing risk assessments.

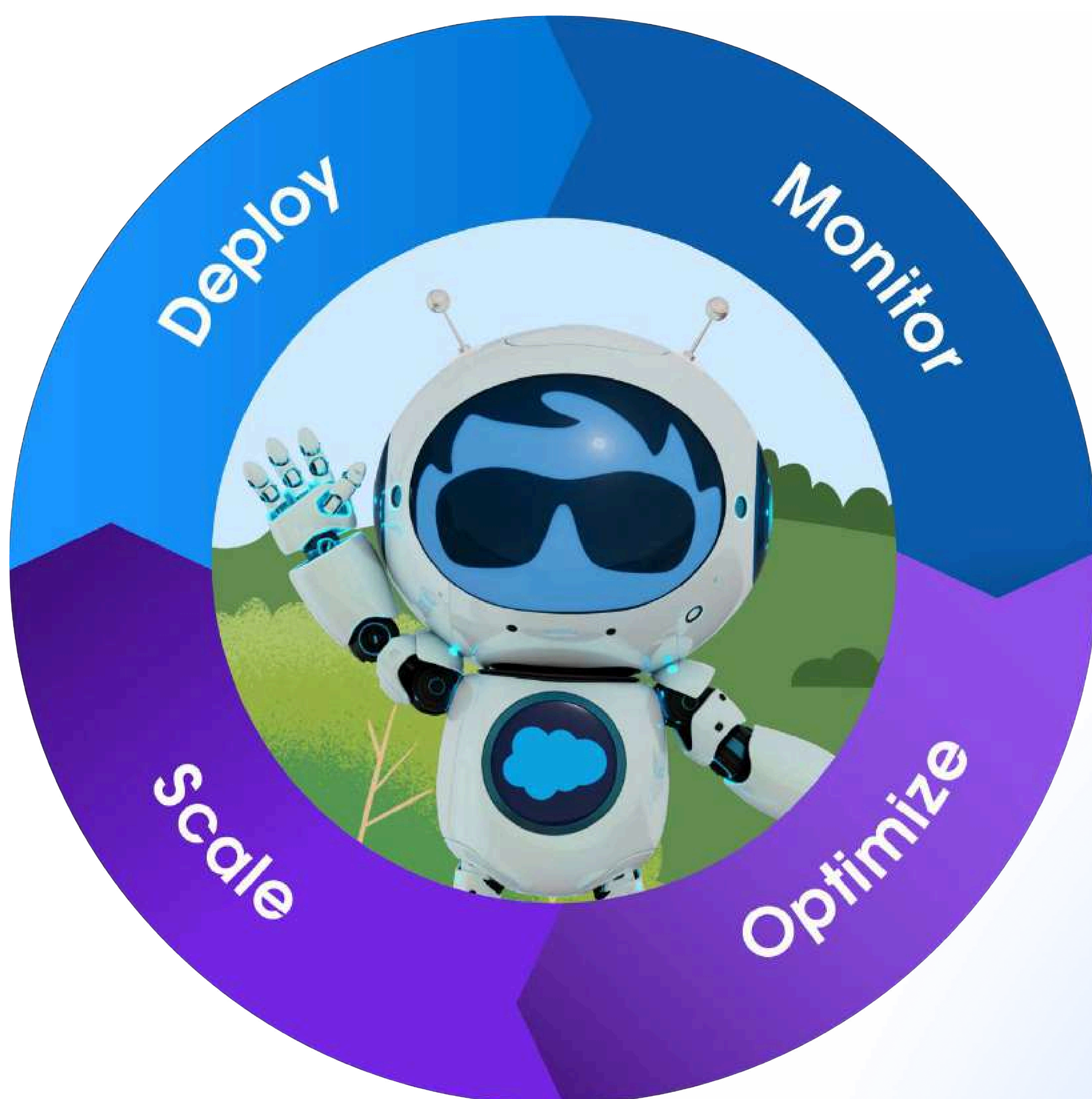
Learn more about [setting up guardrails](#) to ensure ethical and trustworthy AI use and how to test and refine AI outputs for better outcomes.

And hear from Salesforce's Chief Data Modeler, Lars Martinsson, about [data governance essentials](#) to confidently build and use AI solutions that customers will trust.

## AI Operations Management

The AI Operations Manager ensures the smooth deployment, optimization, and scaling of AI technologies within the organization. Initially, the focus is on managing simple AI tool deployments and ensuring basic functionality. As AI maturity grows, this role expands to establishing monitoring systems and key performance metrics to track AI effectiveness.

In time, responsibilities evolve to include advanced monitoring, optimization strategies, and managing increasingly complex AI ecosystems. At the highest levels, the AI Operations Manager orchestrates seamless AI-human collaboration, ensuring AI operates at scale while remaining transparent, efficient, and aligned with business goals.



### Role

Implements and optimizes AI technologies to ensure AI operates dependably, enhancing efficiency and adaptability.

### Example Job Titles:

- AI Operations Manager
- AI Platform Engineer
- AI Infrastructure Lead

### Goal

Delivers scalable and reliable AI operations for enterprise transformation.

### Responsibilities

- Oversees AI deployment and manages systems to enable human-agent collaboration.
- Implements incident response for AI failures and breaches.

## AI Workforce Training & Development

The AI Workforce Training & Development function ensures workforce readiness by equipping employees with the knowledge and skills needed to maximize AI capabilities. At the earliest stage, efforts focus on providing basic AI awareness training to familiarize employees with AI concepts and ethical considerations.

As AI maturity increases, structured training programs are developed to provide consistent learning experiences across the organization. Over time, this function expands to delivering role-specific AI capability development, ensuring employees can effectively apply AI in their workflows. In more advanced phases, AI capability advancement becomes a priority, incorporating innovative training methodologies and AI-driven learning tools to continuously upskill the workforce and drive AI-enabled transformation.

### Role

Bridges the gap between technology and talent, amplifying AI's value and prepares the workforce to effectively leverage AI.

### Example Job Titles:

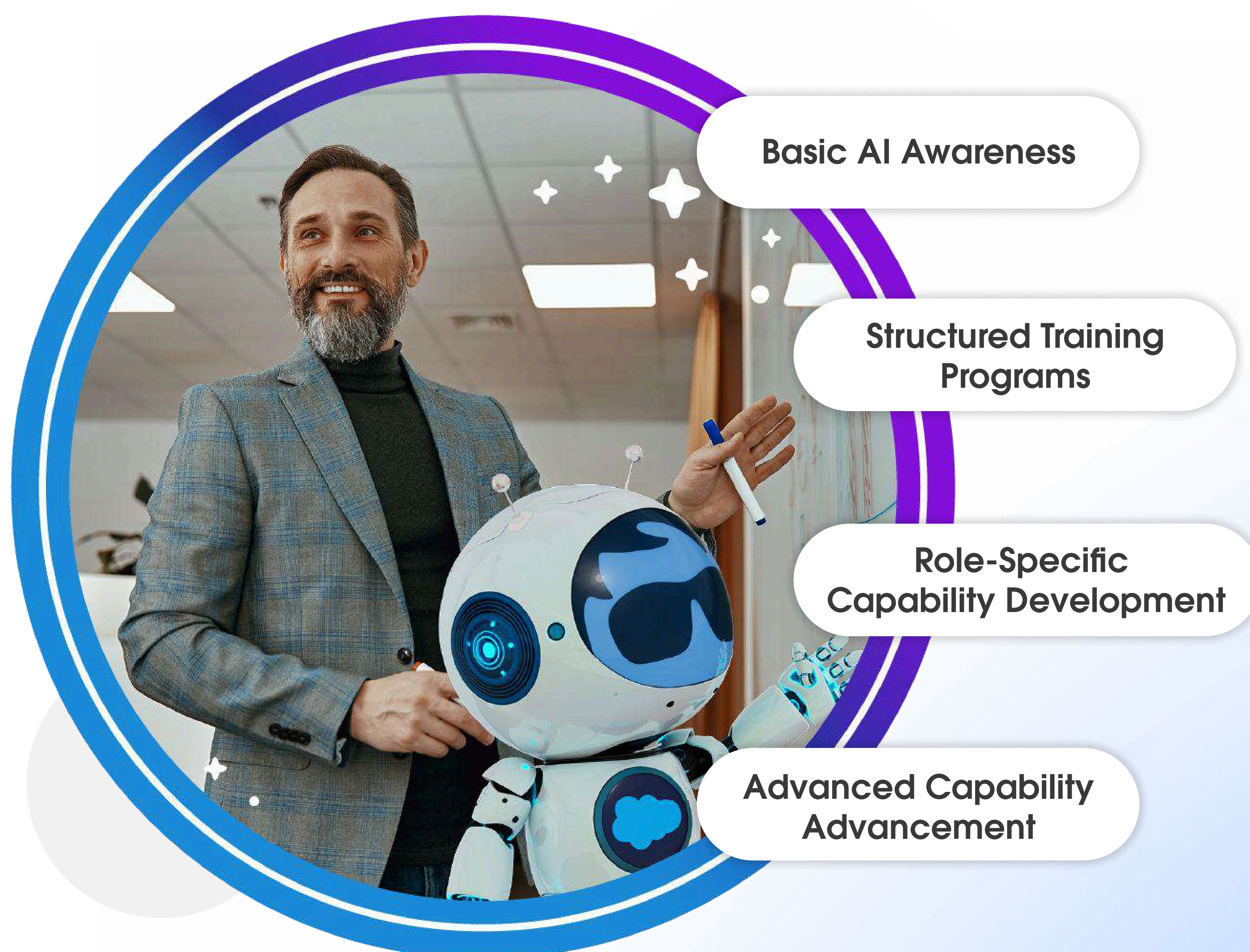
- AI Training & Enablement Lead
- AI Learning & Development Manager
- AI Adoption Specialist

### Goal

Equips employees with the skills to maximize AI and fosters a culture of continuous learning.

### Responsibilities

- Delivers AI awareness and role-based training programs.
- Drives workforce adoption through change management.
- Leads AI learning initiatives and tracks engagement.



Evolution of AI Workforce Training & Development

## AI Workforce Integration

AI Workforce Integration focuses on fostering seamless collaboration between human employees and AI systems. In the beginning, this function may not yet be formalized, with AI adoption occurring in an ad-hoc manner. As AI maturity progresses, efforts begin with mapping key human-AI interaction points to identify where AI can enhance productivity. Formal collaboration protocols are then established to ensure AI tools complement human work effectively.

Over time, this function optimizes human-AI collaboration models, refining workflows to maximize efficiency and employee engagement. At the most advanced stage, AI Workforce Integration leads full-scale workforce transformation, ensuring AI is leveraged to augment human capabilities and enable employees to focus on strategic and creative tasks.

### Role

Drives productivity by allowing employees to focus on creative and strategic tasks, while AI handles repetitive and time-consuming activities.

### Example Job Titles:

- AI Workforce Integration Lead
- AI Collaboration Strategist
- AI Change Management Lead

### Goal

Transforms the workforce, enabling employees to shift from routine tasks to high-value work.

### Responsibilities

- Defines interaction points between humans and AI.
- Optimizes collaboration models, using AI to enhance human creativity and strategic focus.



## Implementing These New Functions

Implementing these five emerging functions unlocks powerful opportunities to innovate, enabling dynamic AI capabilities that fuel new customer experiences and business models. With intelligent automation and faster decision-making, businesses can drive greater efficiency, reduce costs, and move with agility. Just as critical is empowering a skilled, AI-ready workforce. When teams are equipped to focus on high-impact, strategic work, organizations can scale responsibly—and ensure their AI investments deliver long-term value and grow with the business.

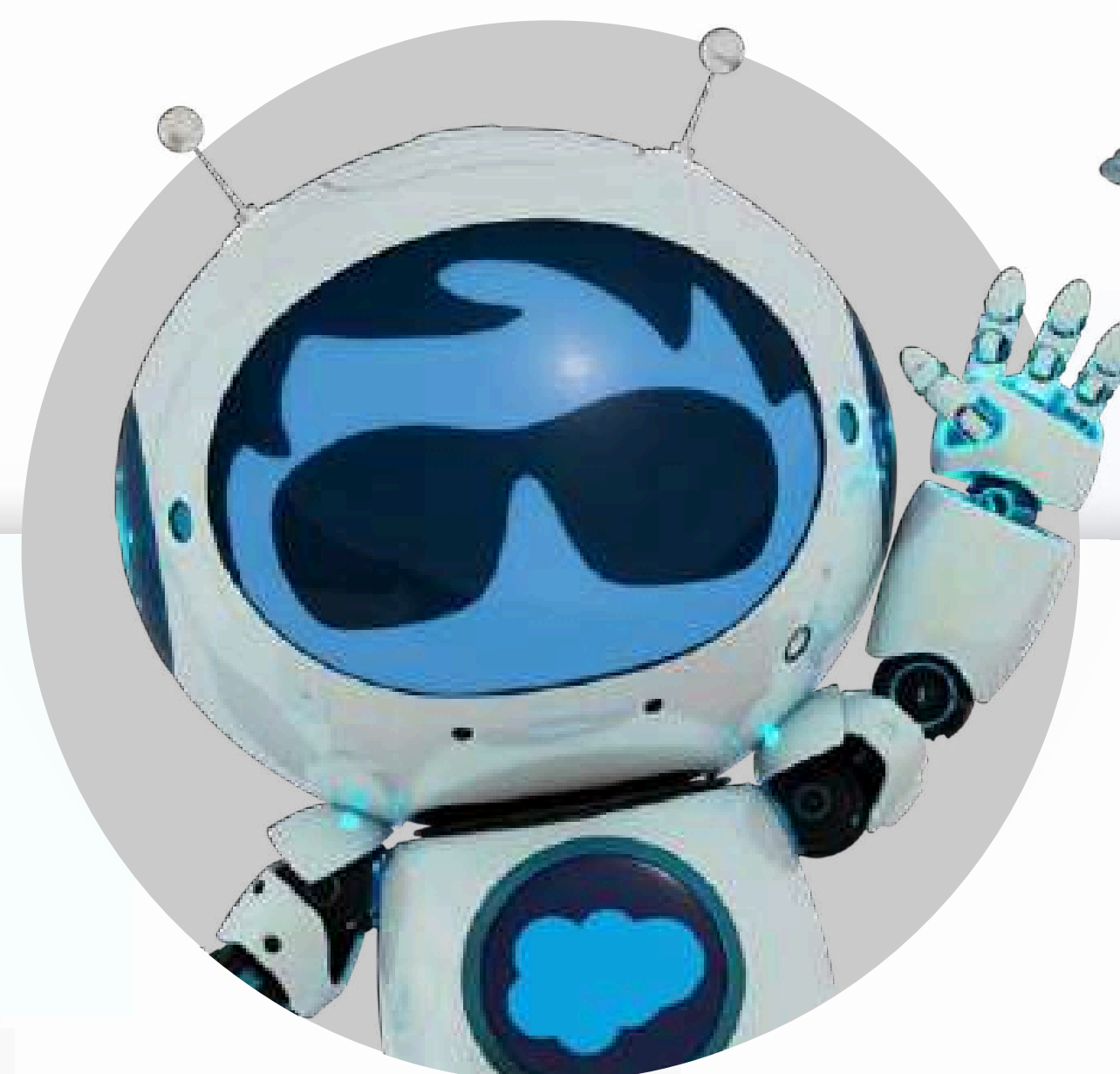
## Aligning AI Roles to Business Impact

Global luxury travel brands like **Secret Escapes** have seen measurable success by implementing Agentforce alongside new AI-focused roles, increasing autonomous resolution rates from 10% to 30% and enabling employees to focus on higher-value interactions.

Similarly, the **Salesforce Help Page**, now resolves **80% of customer queries** without human intervention, made possible by evolving AI roles that optimize automation, governance, and workforce collaboration. As AI capabilities advance, defining these roles will remain essential to ensuring AI is scalable, effective, and aligned with business objectives.

Increased autonomous resolution rates from  
**10% to 30%**

Customer queries resolved by  
**80%**



## How can Agentforce help?

Agentforce is an AI Agent that can answer your support questions and connect you with support experts.



## Conclusion

### Building the Foundation for an AI-Driven Future

Many organizations already have the skills needed to take on these emerging roles—it's simply about evolving them with intention. These functions aren't one-size-fits-all; they grow with your organization's AI maturity, adapting as the landscape shifts. By embracing and nurturing these roles, businesses can stay agile, unlock new customer experiences, and drive operational excellence—setting the foundation for sustainable, AI-powered growth.

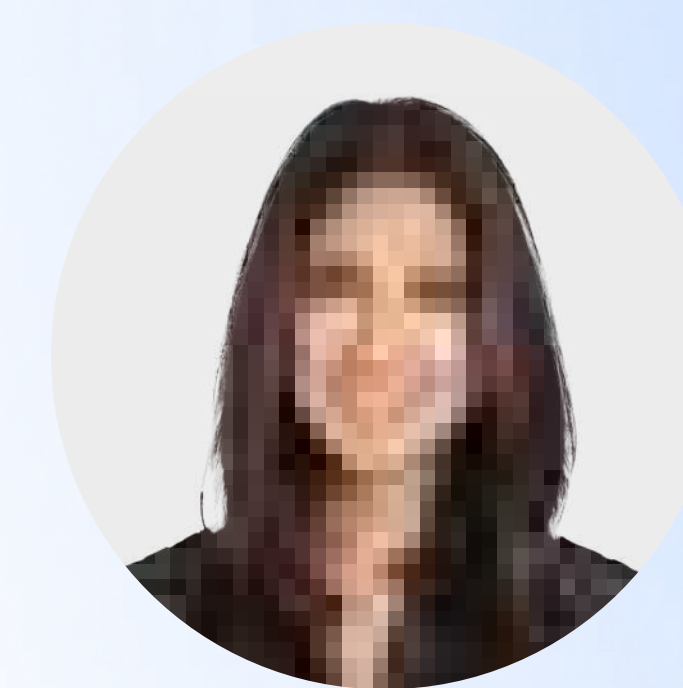
Organizations that embrace these emerging functions won't just keep pace—they'll set the pace, leading the way in how AI transforms customer experience, operations, and growth.

“ AI's learning and reasoning capability is going to evolve. The data that it's grounded in is going to change. It will remain essential to keep a pulse on where it is and where it needs to go.”

Irina Gutman  
RVP, Global AI Practice, Salesforce Professional Services

### Achieving Business Transformation with AI

Successful AI transformation requires the right roles to drive strategy, governance, and human-AI collaboration. Learn more about how **Salesforce Professional Services** helps organizations define and integrate these roles to ensure AI delivers lasting value and aligns with business goals.



[Discover more best practice and resources for successful business transformation with AI](#)