# Inflexion Group partners with AI&Beyond to boost AI literacy in account-based marketing



Inflexion Group has announced a strategic partnership with AI&Beyond, an AI literacy start-up co-founded by Jaspreet Bindra, a technology veteran, and Anuj Magazine, an expert in AI and cybersecurity. This collaboration, revealed on 25 April 2025, aims to provide specialised artificial intelligence education with a particular focus on generative AI to account-based marketing (ABM) practitioners within Inflexion Group’s global clientele.

The partnership comes as businesses increasingly adapt to the transformative impact of AI technologies. ABM professionals require not only technical proficiency but also an ethical framework to effectively incorporate AI tools into their marketing strategies. Together, Inflexion Group and AI&Beyond will deliver tailored training programmes such as the Generative AI Bootcamp, Ethics Bootcamp, and AI Fluency workshops. These initiatives will form part of Inflexion’s ABM Academy™, designed to develop practical AI skills that enhance professionals’ effectiveness, strategic insights, and creative outcomes.

The AI in ABM Bootcamp is structured as two interactive virtual sessions, each lasting two hours, supplemented with guided self-study materials. Participants will gain hands-on experience with the latest AI tools that integrate into Inflexion Group’s established ABM framework. By the conclusion of the course, attendees will be equipped to:

* Summarise fundamental AI skills essential for proficiency.
* Navigate the AI environment safely and ethically.
* Seamlessly incorporate AI into critical ABM workflows.
* Apply AI tools effectively in real-world marketing scenarios.

Bev Burgess, CEO and Co-founder of Inflexion Group, highlighted the strategic value of the alliance: “Our collaboration with AI&Beyond ensures that our clients — and our own team — gain essential AI competencies that align with our commitment to innovation and ethical practice. We’re dedicated to helping marketing professionals use AI confidently and responsibly, significantly improving the impact of their ABM programmes.”

Jaspreet Bindra, co-founder of AI&Beyond, added, “At AI&Beyond, we believe that AI is no longer a distant future — it is a reality that is transforming the way we work, think, and create. AI literacy should be as fundamental as reading, writing, and arithmetic, especially in industries undergoing rapid AI-driven transformations. AI literacy is no longer optional; it is essential, particularly in areas like ABM where precision, creativity, and personalised engagement are crucial. We are thrilled to partner with Inflexion Group to help marketing professionals harness AI’s full potential, responsibly and effectively.”

This strategic partnership reflects Inflexion Group’s proactive approach to supporting clients amid rapid technological evolution, focusing on the practical and ethical application of AI to advance measurable business success.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.forpressrelease.com/forpressrelease/651296/7/jaspreet-bindras-aibeyond-joins-forces-with-inflexion-group-to-drive-ai-upskilling-for-abm-experts> - This URL confirms the strategic partnership between Inflexion Group and AI&Beyond, highlighting their collaboration to promote AI literacy for account-based marketing experts. It also announces the partnership as a recent event.
2. <https://www.bwdisrupt.com/article/aibeyond-partners-with-inflexion-group-to-provide-ai-training-554823> - This URL supports the claim of a partnership between AI&Beyond and Inflexion Group to deliver AI training, specifically for account-based marketing professionals. It details the modules and focus areas of the training.
3. <https://mediabrief.com/aibeyond-inflexion-group-partner-to-upskill-abm-experts-ai/> - This URL provides detailed insights into the partnership's goals, emphasizing specialized AI literacy training for ABM practitioners. It mentions the inclusion of generative AI and ethics bootcamps within Inflexion’s ABM Academy.
4. <https://www.inflexion.com/news-insights-events/press-releases/> - Although not directly related to the AI&Beyond partnership, this URL offers access to Inflexion Group's press releases, which may include future announcements regarding the AI literacy initiative.
5. <https://www.exchange4media.com/tags/inflexion-group.html> - This URL provides news updates about Inflexion Group but does not specifically mention the partnership with AI&Beyond in the details provided. However, it offers a platform to monitor future news on Inflexion Group.
6. <https://www.noahwire.com> - This URL serves as the source for the original article but does not provide additional specific details or corroborative information beyond the article itself.
7. <https://news.google.com/rss/articles/CBMi2AFBVV95cUxOZ0poMkxkZDlCR3BZMjNVVGFUa3duU25WeTdoZGJfTEhidVJjemtrT1gzaWtQSC1vNVpRLTJBSEdMRTA4VTJYbUdEWkJlUDByVFdTX3N4QUtEbEpVYmZfQVNiV1hjS2pIZ1MzTmN3WVVLekNXbWFTYmJ3RWVOcWlzamxJT3FVV3FmckNmT0dpYzQ2dWNpX0k0RFRwQjR0S3VwT2FKVDZEVUptZS1yLXFVc2dvYVo5Z2ptdXdqdC1vM1ljRFg4dEg3WXVYU2h2a0xyMGd3Zkh4Qmc?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data