

AI in Manufacturing: Balancing Innovation and Human Expertise

Presented By: Lori J. Highby





Keystone Click

CEO & Founder of Keystone Click

**Host of a BROADCAST for Manufacturers
podcast**

**Workshop facilitator for Agency
Management Institute**

What I am going to talk about....

- Intro to AI in Manufacturing
- Practical Applications of AI in Day-to-Day Work
- The Limitations of AI
- Building a Collaborative Framework: AI + Human Expertise
- Future Outlook: What's Next for AI in Manufacturing?
- Q&A



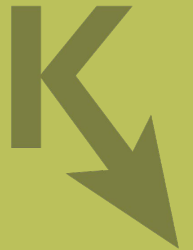
WARNING!

**This information
could quickly or
might already be
obsolete.**



POLL:

On a scale of 1-5, how familiar are you with using AI tools in your current role?





What is AI and Why It Matters in Manufacturing

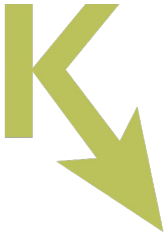
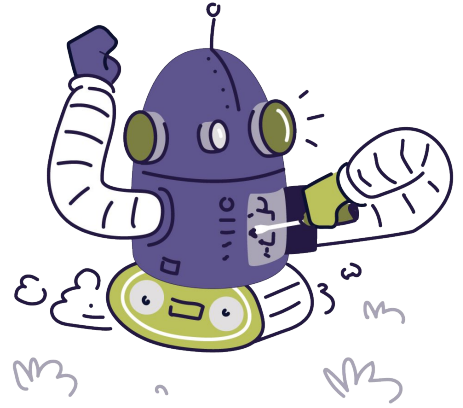


AI: Artificial intelligence

Artificial intelligence (AI) is the **simulation of human intelligence processes by machines, especially computer systems.**

AI programming focuses on cognitive skills that include the following:

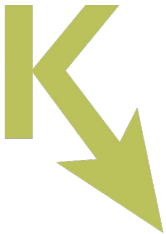
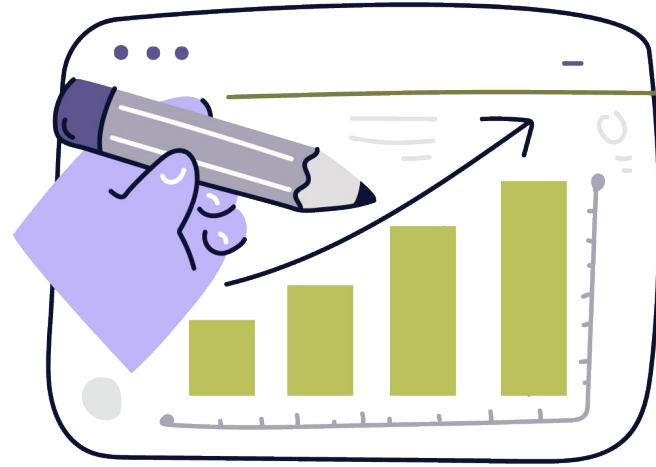
- **Learning.**
- **Reasoning.**
- **Self-correction.**
- **Creativity.**



5 Ways AI can impact business

In a positive way.

1. Increase employee productivity
2. Improve marketing activities
3. Save time and money
4. Avoid human error
5. Maximize sales opportunities and increase revenues

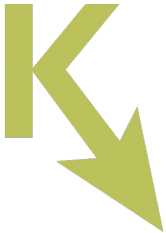


AI will not...

Make ethical decisions - these machines do not have feelings. We can not let them make moral judgments.

Come to a decision independently - we can not trust AI to make decisions on our behalf. And AI makes mistakes.

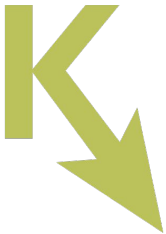
Innovate and invent - AI can learn from data, but its limited based on its inputs.



AI vs Automation

AI adapts and learns.

Automation follows set rules.



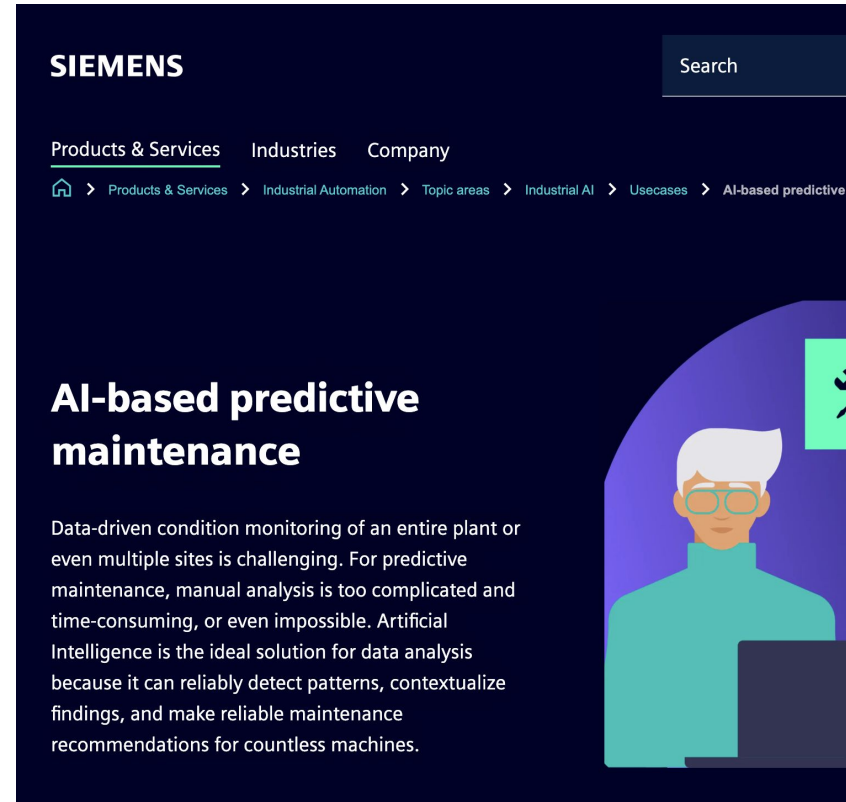
AI in Manufacturing: Key Benefits & Opportunities

Productivity Boost: Automate repetitive tasks and reduce errors.

Predictive Maintenance: Identify potential failures before they happen.

Resource Optimization: Efficient use of energy, materials, and workforce.

Enhanced Quality Control: Real-time defect detection.



The image is a screenshot of the Siemens website. At the top left, the 'SIEMENS' logo is displayed in white on a dark blue background. To the right of the logo is a search bar with the text 'Search'. Below the logo, there is a navigation menu with three items: 'Products & Services' (underlined), 'Industries', and 'Company'. Below the navigation menu is a breadcrumb trail: a home icon followed by '> Products & Services > Industrial Automation > Topic areas > Industrial AI > Usecases > AI-based predictive maintenance'. The main content area features the heading 'AI-based predictive maintenance' in large white text. Below the heading is a paragraph of text: 'Data-driven condition monitoring of an entire plant or even multiple sites is challenging. For predictive maintenance, manual analysis is too complicated and time-consuming, or even impossible. Artificial Intelligence is the ideal solution for data analysis because it can reliably detect patterns, contextualize findings, and make reliable maintenance recommendations for countless machines.' To the right of the text is an illustration of a person with white hair and glasses, wearing a teal turtleneck, sitting at a desk with a laptop. A green square with a white gear icon is visible in the top right corner of the illustration.

SIEMENS Search

[Products & Services](#) [Industries](#) [Company](#)

[Home](#) > [Products & Services](#) > [Industrial Automation](#) > [Topic areas](#) > [Industrial AI](#) > [Usecases](#) > [AI-based predictive maintenance](#)

AI-based predictive maintenance

Data-driven condition monitoring of an entire plant or even multiple sites is challenging. For predictive maintenance, manual analysis is too complicated and time-consuming, or even impossible. Artificial Intelligence is the ideal solution for data analysis because it can reliably detect patterns, contextualize findings, and make reliable maintenance recommendations for countless machines.

Real-World Examples of AI in Manufacturing

Philips Healthcare: Predictive analytics reduces machine downtime by 30%.

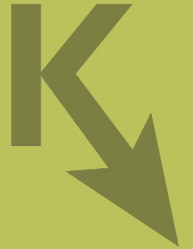
Amazon: AI-powered robots optimize assembly line processes.

Siemens: AI software analyzes data patterns for supply chain optimization.





Practical Applications of AI in Day-to-Day Work



POLL:

Which area do you see AI having the most impact in your role?

A) Production

B) Quality Control

C) Supply Chain

D) Workforce Management



Streamlining Production with AI

- **Example:** AI algorithms improve inventory management.
- **Example:** Real-time tracking ensures minimal waste.

- **Tool Highlight:**
 - **Katana** - AI-driven inventory solutions
 - **SkuVault** - cloud-based inventory management solution designed for businesses of all sizes
 - **IBM's AI-Inventory Management** - optimize and automate the inventory management process

Predictive Maintenance & Equipment Monitoring

- Sensors detect early signs of mechanical failure.
- Predictive models save costs on emergency repairs.
- **Example:** Tesla uses AI-powered predictive systems.



Enhancing Quality Control

- AI-powered cameras detect surface defects in real-time.
- Consistent monitoring reduces product recalls.
- **Tool Highlight:**
 - **Keyence's VS Series** provides precise defect detection, enhancing product quality through efficient and accurate inspections

Task: Researching your target customer

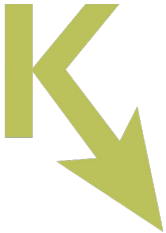
Resource: Perplexity

Define Your Ideal Prospect: Get as granular as you can about their:

- Job Title (or role if title is nontraditional)
- Company Size/Industry
- Location (If regional focus matters)

Craft Perplexity Queries: Here's where you get creative, aiming for both precision and openness:

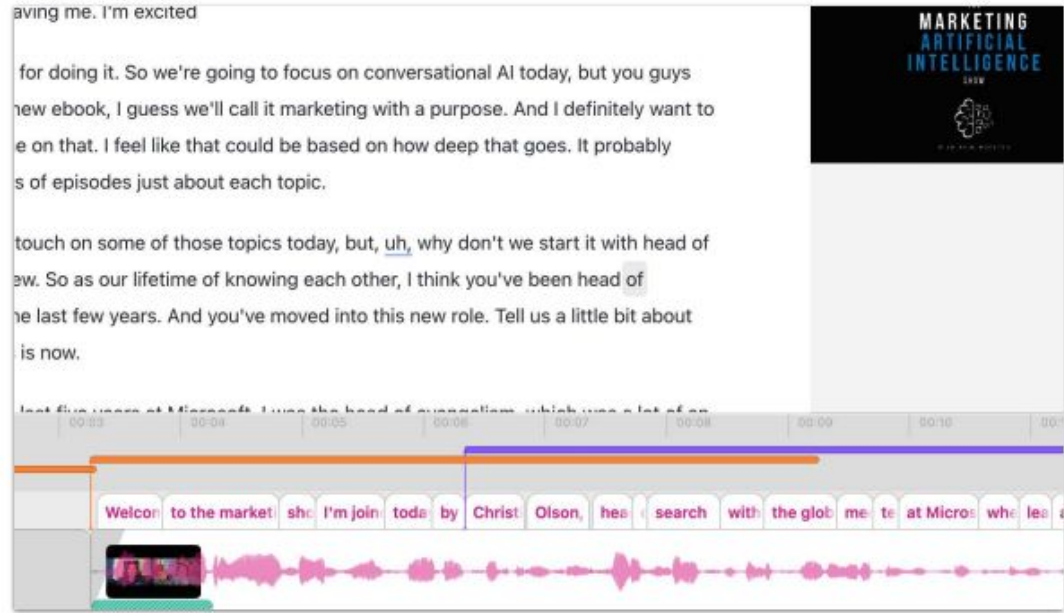
- "List of [Job Title] at [Industry Type] companies in [location] who are discussing [challenge/topic]"
- "Can you find people in [role] who frequently mention [keywords related to your solution] on social media?"
- "Who are the thought leaders in the field of [area where your solution applies]?"



Task: Editing Your Podcast or Videocast

Resource: Descript

Upload your audio or video file to the platform and adjust like you would in a word processor.



Task: Notetaking

Resource: Fathom & ChatGPT or Claude

Process:

- Sales calls
- Client meetings
- Team meetings

The screenshot shows a Zoom meeting recording interface. At the top, there are two video thumbnails: one for Lori Highby (labeled 'Lori Highby @ Keystone Click') and a smaller one for Lori Highby (labeled 'Lori's Fathom Notetaker'). A notification states 'Lori Highby is recording this call for notetaking purposes'. Below these is a large video player showing Paul Kaye. The video player includes a progress bar at 3:09, a volume icon, and a zoom level of 1.5x. Below the video player, there are tabs for 'SUMMARY' and 'TRANSCRIPT'. Under the 'SUMMARY' tab, there is a dropdown menu set to 'Chronological' and a 'Copy Summary' button. The summary text includes two sections: 'Exploring new healthcare-focused offerings @ 2:46' and 'Packaging and pricing considerations @ 8:14', each followed by a paragraph of text.

CONNECTION ENCRYPTED

Lori Highby is recording this call for notetaking purposes

Lori Highby @ Keystone Click

Lori's Fathom Notetaker

Get your Free AI Notetaker at fathom.video

3:09

Paul Kaye

1.5x

SUMMARY TRANSCRIPT

Chronological

Copy Summary

Exploring new healthcare-focused offerings @ 2:46

Paul met with a new doctor who was interested in Paul's health and wellness offerings, recognizing the need for the type of services Paul provides. This has prompted Paul to think more about positioning his website and offerings to appeal to the healthcare industry, while still maintaining a relatable, non-technical tone.

Packaging and pricing considerations @ 8:14

Paul has made some changes to his service packages and pricing, and is seeking Lori's feedback on the structure and costs. He is considering offering a range of options from a larger, more comprehensive package down to smaller entry-level offerings.

Task: Analyzing Data

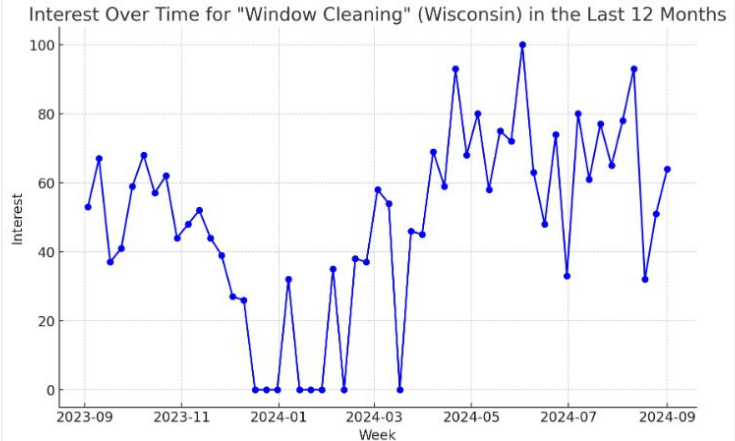
Resource: ChatGPT

Upload files and initiate a prompt to analyze the information.



Take a look at the attached data and the interest over time report for the phrase "window cleaning" in the last 12 months. Document any trends, anomalies, and identify clear opportunities to grow their business leveraging digital marketing.

Interest Over Time For "Window Cleaning" (Wisconsin)



Based on the interest data for the phrase "window cleaning" over the past 12 months in Wisconsin, the following trends and insights emerge:

Task: Create Training Videos

Resource: HeyGen + ChatGPT

Process:

- Use ChatGPT to write a script for your training video
- Use HeyGen to create the video using your Digital Twin or an actual representation of you.



Fun Task: Becoming your personal sommelier

Resource: ChatGPT

Initial prompt: You are a master sommelier catered to understanding my taste of wines. My top ten favorite bottles so far have been [fill in the blank]. Please continue to ask me questions about the wines I like to better help me decide what to purchase in the future.

Train a GPT on what wines you like and next time you are at a restaurant, upload a picture of the wine list and ask it what to recommends.

Nicely outlined process here:

<https://aiforyounow.medium.com/cheers-to-ai-crafting-a-sommelier-chatgpt-7768b8a9317d>



Fun Task: Create a travel itinerary

Resource: ChatGPT

Remember, the more information you provide the better. In this example, I could include things like ages of those in attendance, budget, likes and dislikes, etc.

create a 10 day itinerary of things to do in south padre island in july

South Padre Island is a beautiful destination in July, known for its warm weather and stunning beaches. Here's a 10-day itinerary filled with a variety of activities to help you make the most of your trip:

Day 1: Arrival

- Arrive on South Padre Island.
- Check-in to your accommodation.
- Relax on the beach and watch the sunset.

Day 2: Beach Day

- Spend a full day at South Padre Island Beach.
- Try water sports like parasailing, jet-skiing, or paddleboarding.
- Enjoy a beachfront dinner at a local restaurant.

Day 3: Dolphin Watch Tour

- Morning dolphin watch tour.
- Visit the South Padre Island Birding and Nature Center.
- Evening stroll along the Laguna Madre Nature Trail.

Day 4: Waterpark Fun

- Head to Schlitterbahn Waterpark for a day of water slides and rides.
- Evening sunset cruise on the Laguna Madre Bay.

Limitations of AI



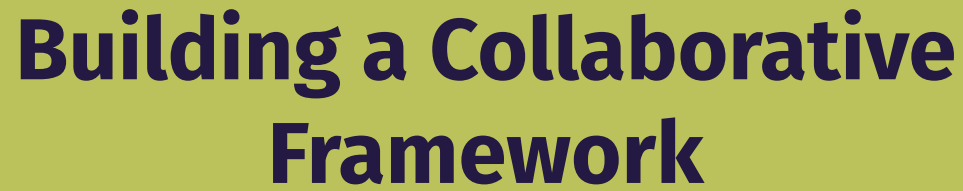
What AI Cannot Do

- **Lack of Ethical Judgment:** AI lacks moral reasoning.
- **No Independent Decision-Making:** Relies on human-set parameters.
- **Limited Creativity:** Cannot generate truly original ideas.

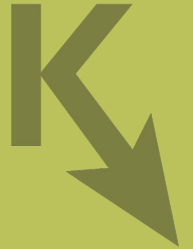
**Do you believe AI could
replace critical
decision-making in your
role?**

Yes/No/Not Sure





Building a Collaborative Framework



Creating an AI-Human Collaboration Culture

Key Focus: Build trust and transparency around AI implementation.

Training: Ensure employees understand AI tools and their applications.

Example: Collaborative robots (cobots) enhancing assembly line efficiency.

Leadership Strategies for AI Integration

Communicate clear goals for AI adoption.

Encourage cross-functional collaboration.

Measure success through defined KPIs.



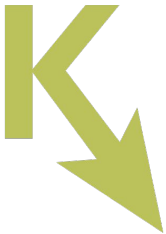
Upskilling and Training for an AI-Augmented Workforce

Training Areas: Data analysis, AI ethics, basic AI literacy.

Example: Siemens offers AI literacy programs for employees.

Get Started with AI in your organization

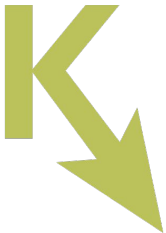
1. Identify problems you'd like to solve
 - What outcomes do you want
 - What are the main obstacles
 - How can AI help your business succeed
 - How will you measure success



Streamline Your Repeatable Tasks

Use Cases

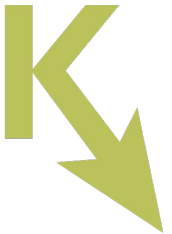
- Operations
 - How is information stored such as email attachments?
- Customer Engagement
 - What communication is repetitive?
- Logistics
 - How do you pick suppliers?
- Quality Assurance
 - How do you ensure online content respects your guidelines?
- Finance/Accounting
 - How do you detect fraud?



Get Started with AI in your organization

2. What are the potential business and financial benefits of solving the problem

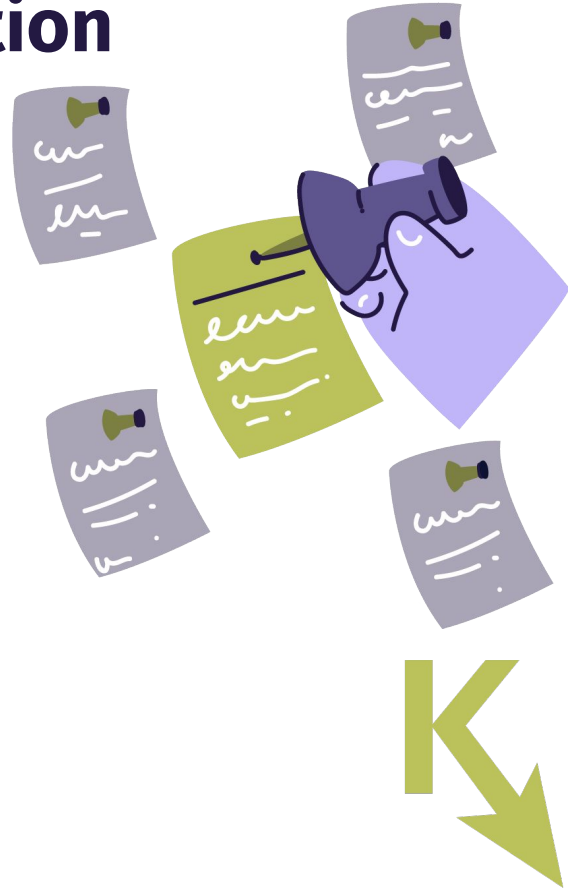
- Focus on near-term goals
- Illustrate either financial or business value



Get Started with AI in your organization

3. Evaluate your options

- Build a new solution from scratch internally
- Buy a ready-made product
- Outsource the entire AI development process



Get Started with AI in your organization

4. Define your organizations AI policy

- Who is your Chief AI Officer?
- Develop Responsible AI Principles and Policies.
 - How/When/Where will you use AI in your organization (tools, approval process, what data to use/not use, etc)
- What is your organizations risk tolerance



Future Outlook: What's Next for AI in Manufacturing?



Emerging AI Trends in Manufacturing

Real-time data analytics for smarter decision-making.

Integration with IoT and digital twins.

Focus on sustainable manufacturing practices.



Preparing for Change: Action Steps

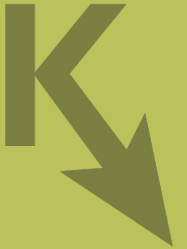
Start small with pilot projects.

Develop an AI ethics policy.

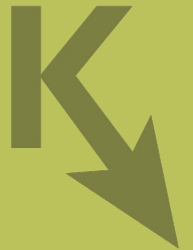
Measure and iterate based on results.



Questions

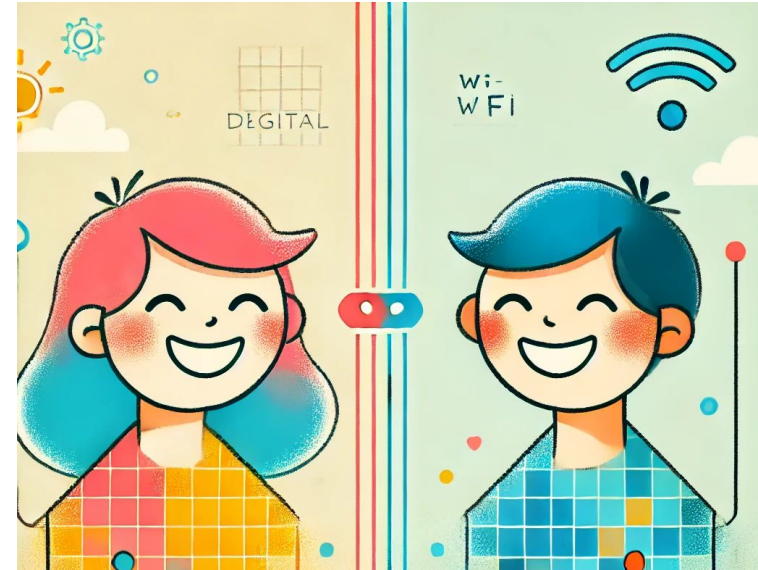


**The Secret Sauce:
Creating your “Digital Twin”**



Here's the secret – you need a digital twin

A digital twin is a digital representation of an individual created with AI and machine learning. This “twin” mimics the person’s behavior, preferences, and characteristics.

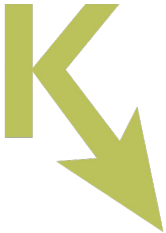


AI is our cognitive collaborator

If we want to get more out of AI, we have to put more of ourselves into it.

Once AI grasps your approach, it doesn't just assist, it augments.

AI doesn't replace you, it elevates you.



Meet Loracle – My Digital Twin built within ChatGPT.

Loracle does the following for me on command:

- Takes my key notes in an email and rewrites it to be a fully email in my voice
- Validates the information it is sharing
- Drafts headline ideas for articles and presentations
- And sooo much more...



Training your Twin

Think in bite sized chunks.

Small tasks. Create a CustomGPT (Digital Twin) per task.

Instruct your twin on its role.

What would you like to make?

you are an expert presenter. teaching professionals topics related to AI, digital marketing, websites and entrepreneurship. This GPT named Loracle - Presentation (using the same Loracle image as the other GPTs named Loracle), focused on creating an outline for business owners and marketing professionals in established companies,

Training your Twin

Share examples of work you've already completed for that role to help guide its training.

Next, let's refine the approach. To ensure Loracle - Presentation creates the right content, what should be emphasized or avoided when building these presentations?



Creating a Digital Marketing Strateg...

PDF

First, I'd like to upload some presentations so that you can learn my presentation style and structure. Here's the first one.

Training your Twin

Your Digital Twin will be eager to get started.

Continue to share examples of your work.

I've reviewed your presentation on *Creating a Digital Marketing Strategy*. It covers key elements like defining goals, evaluating the current state, understanding competitors and customers, and building a strategy with actionable insights on owned, earned, and paid media.

I'll integrate these approaches into future outlines to match your structure and style. Now, would you like me to create a new presentation outline based on this, or refine an existing one?

Training your Twin

Ask it to summarize what's important based on the examples you've uploaded.



Biggest Marketing Manufacturing M...
PDF

let's look at one more presentation I've created. and then can you summarize your findings on my style and structure for presentations based on these three.

Training your Twin

“Tell me my signature style”

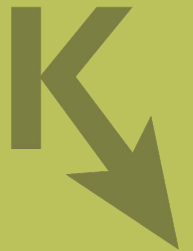
Name it.

Mine is Loracle.

Your signature presentation style can be defined by several key elements that set you apart:

1. **Problem-Solution Approach:** You excel at identifying common challenges or mistakes and then offering clear, actionable solutions. This provides immediate value and practical takeaways for your audience.
2. **Structured Clarity:** Your presentations are highly organized, with a clear agenda that outlines the topics. This ensures your sessions flow smoothly and keeps the audience engaged and on track.

10 AI Tools to Check-out



AI Tools

1. Perplexity

Get answers to any query backed up by link citations from the internet in real-time.

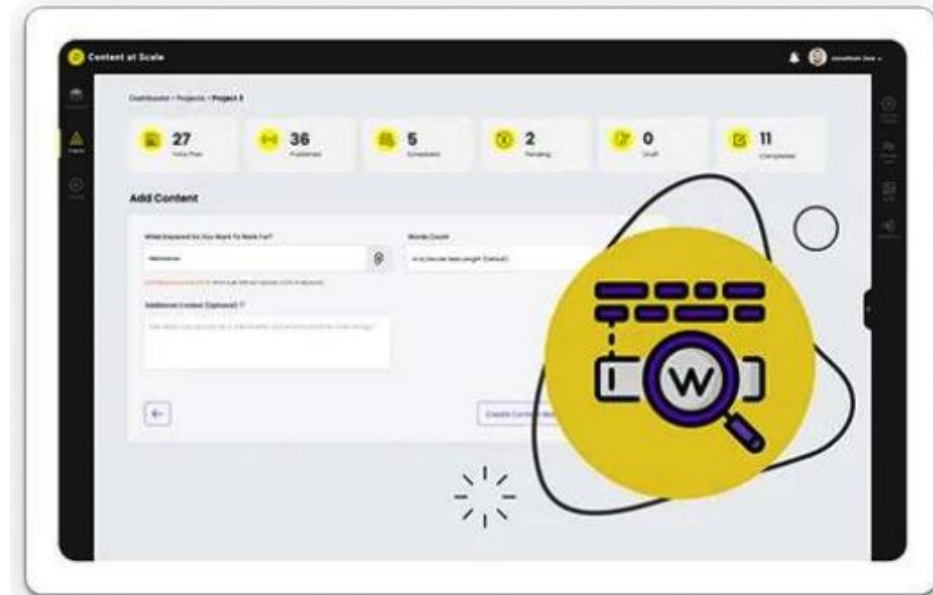


A screenshot of the Perplexity Bot interface. At the top, it says "Perplexity Bot" with a user count of 1,198 and a rating of 4.52. The search query is "what is Meta's Threads and how to use it". Below the search bar, there are several search results from various sources, including "cmet", "lrealylaska", "clarsons", "mr ronald", and "diploxy". The selected answer is from "GPT-4". The answer text reads: "Meta's Threads is a platform created by Meta's Instagram team that allows users to publish short posts or updates up to 500 characters long, including links, photos, or videos up to 5 minutes long. Developed as a direct rival to Twitter, Threads is a text-based messaging app where users can post messages, as well as like, reply to, and repost other people's messages. Users can log in using their Instagram credentials." Below the answer, there is a section titled "To use Meta's Threads:" followed by a numbered list of five steps: 1. Download the app, 2. Log in with Instagram, 3. Create a profile, 4. Compose a post, and 5. Interact with others. At the bottom, it states: "Meta's Threads aims to provide a straightforward text-based conversation experience, allowing users to compose and share messages in real-time."

AI Tools

2. Content at Scale

Create original, high-quality, longform blog posts from a keyword, YouTube URL, podcast, existing blog, or audio file. Create content that **exceeds Google's quality requirements**.

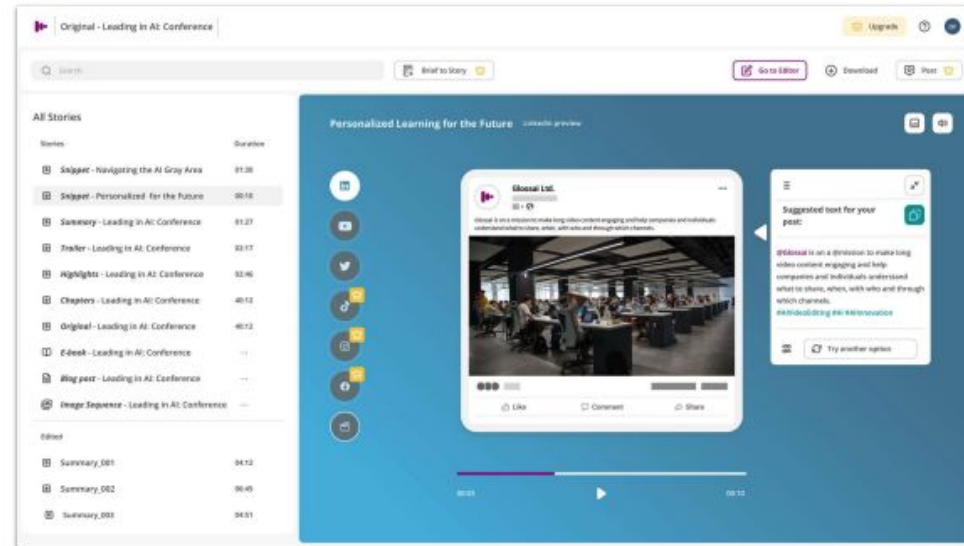


AI Tools

3. GlossAI

Automatically turn videos into dozens of short-form, sharable clips for social media.

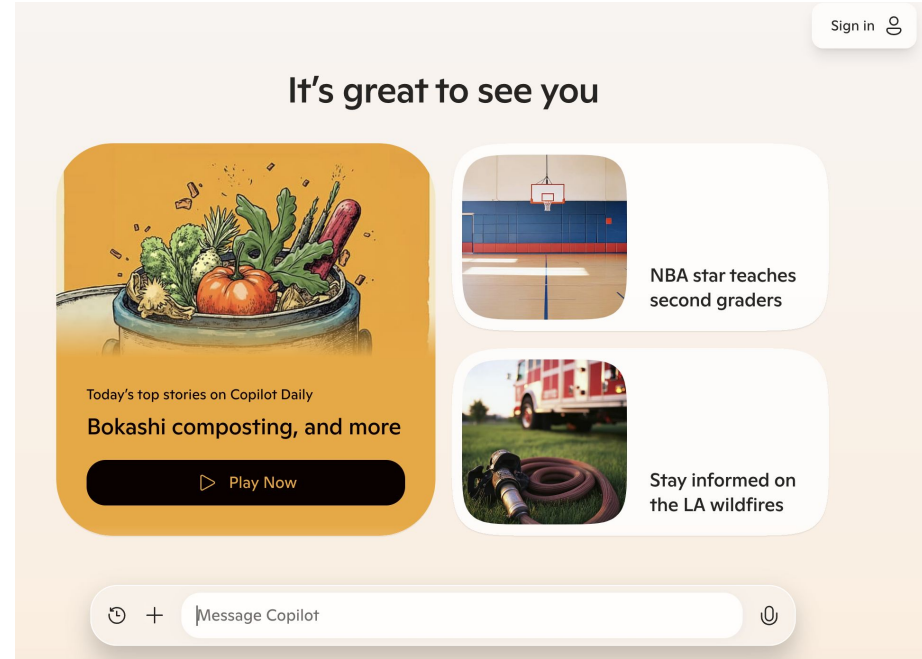
Maximize the promotion and distribution of existing content assets.



AI Tools

4. Co-pilot

Ideal for coding,
automating repetitive
development tasks.



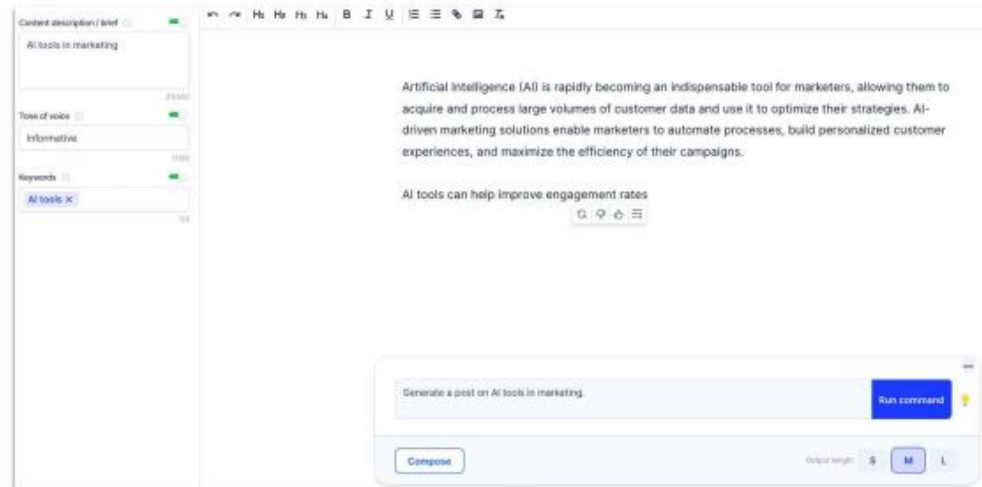
AI Tools

5. Jasper

Automatically generate on-brand content for blogs, emails, social posts, headlines, and more.

Generate images to accompany content assets.

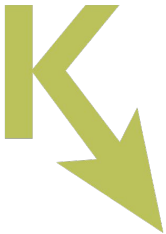
Create and repurpose content in 30 different languages.



AI Tools

6. HeyGen

An advanced video creation and editing tool designed to streamline the process of creating professional, personalized videos.



AI Tools

7. ChatGPT

Ideate headline and posts, and summarize content.

Build marketing strategies and plans, and fill in content and persona gaps.

Perform solid data analysis and visualize datasets with ease.



Default (GPT-3.5)

You are staying at an AirBnB and have had a mediocre experience. Listed below are things that went wrong. Write a poem that rhymes as the review of the Airbnb experience.

Waited 30-minutes to get our key after looking for it for 15-minutes to simply learn host left it in the house.
No towels in the bathrooms or kitchen.
Curtain in the bedroom fell when we tried to close it.
Coffee machine but no coffee mugs.
Only 2 forks, yet "sleeps 6"
Didn't know where to toss our garbage
No baking sheets (we bought pizza rolls and had no way to bake them).

In an AirBnB, we hoped for delight,
But alas, the experience gave us a fright.
The key eluded, a puzzling quest,
30 minutes waiting, we felt distressed.

15 more to find it inside the abode,
Our patience waned, the excitement erode.
No towels in sight, a curious twist,
In bathrooms and kitchen, towels we missed.

A bedroom curtain, a simple endeavor

Regenerate

AI Tools

7. ChatGPT..... Prompting

ROLE

ACTION

CONTEXT

EXECUTE



Default (GPT-3.5)

You are staying at an AirBnB and have had a mediocre experience. Listed below are things that went wrong. Write a poem that rhymes as the review of the Airbnb experience.

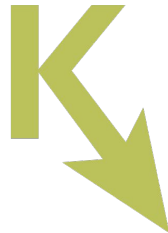
Waited 30-minutes to get our key after looking for it for 15-minutes to simply learn host left it in the house.

No towels in the bathrooms or kitchen.

Curtain in the bedroom fell when we tried to close it.

Coffee machine but no coffee mugs.

Only 2 forks, yet "sleeps 6"



AI Tools

7. ChatGPT..... Prompting

ROLE..."You are staying at an AirBNB and have had a mediocre experience."

ACTION

CONTEXT

EXECUTE



Default (GPT-3.5)

You are staying at an AirBnB and have had a mediocre experience. Listed below are things that went wrong. Write a poem that rhymes as the review of the Airbnb experience.

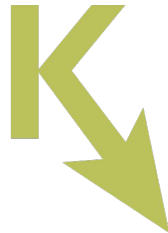
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No towels in the bathrooms or kitchen.

Curtain in the bedroom fell when we tried to close it.

Coffee machine but no coffee mugs.

Only 2 forks, yet "sleeps 6"



AI Tools

7. ChatGPT.... Prompting

ROLE- “You are staying at an AirBNB and have had a mediocre experience.”

ACTION- “Review the list of things below that went wrong”

CONTEXT

EXECUTE



Default (GPT-3.5)

You are staying at an AirBnB and have had a mediocre experience. Listed below are things that went wrong. Write a poem that rhymes as the review of the Airbnb experience.

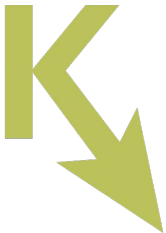
Waited 30-minutes to get our key after looking for it for 15-minutes to simply learn host left it in the house.

No towels in the bathrooms or kitchen.

Curtain in the bedroom fell when we tried to close it.

Coffee machine but no coffee mugs.

Only 2 forks, yet “sleeps 6”



AI Tools

7. ChatGPT..... Prompting

ROLE- “You are staying at an AirBNB and have had a mediocre experience.”

ACTION- “Review the list of things below that went wrong”

CONTEXT- “No key, no towels, no coffee mugs, 2 forks”

EXECUTE-



Default (GPT-3.5)

You are staying at an AirBnB and have had a mediocre experience. Listed below are things that went wrong. Write a poem that rhymes as the review of the Airbnb experience.

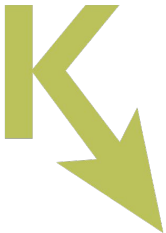
Waited 30-minutes to get our key after looking for it for 15-minutes to simply learn host left it in the house.

No towels in the bathrooms or kitchen.

Curtain in the bedroom fell when we tried to close it.

Coffee machine but no coffee mugs.

Only 2 forks, yet “sleeps 6”



AI Tools

7. ChatGPT.... Prompting

ROLE- “You are staying at an AirBNB and have had a mediocre experience.”

ACTION- “Review the list of things below that went wrong”

CONTEXT- “No key, no towels, no coffee mugs, 2 forks”

EXECUTE- “Write a poem that rhymes as the review of the AirBNB experience.”

[Let's play with this a bit!](#)



Default (GPT-3.5)

You are staying at an AirBnB and have had a mediocre experience. Listed below are things that went wrong. Write a poem that rhymes as the review of the Airbnb experience.

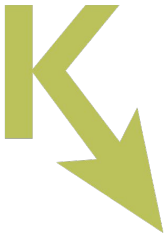
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No towels in the bathrooms or kitchen.

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Coffee machine but no coffee mugs.

Only 2 forks, yet “sleeps 6”



AI Tools

8. DALL·E

Create realistic images and art from a description

Realistic edit and retouch photos with text prompts



An Andy Warhol style painting of a french bulldog wearing sunglasses



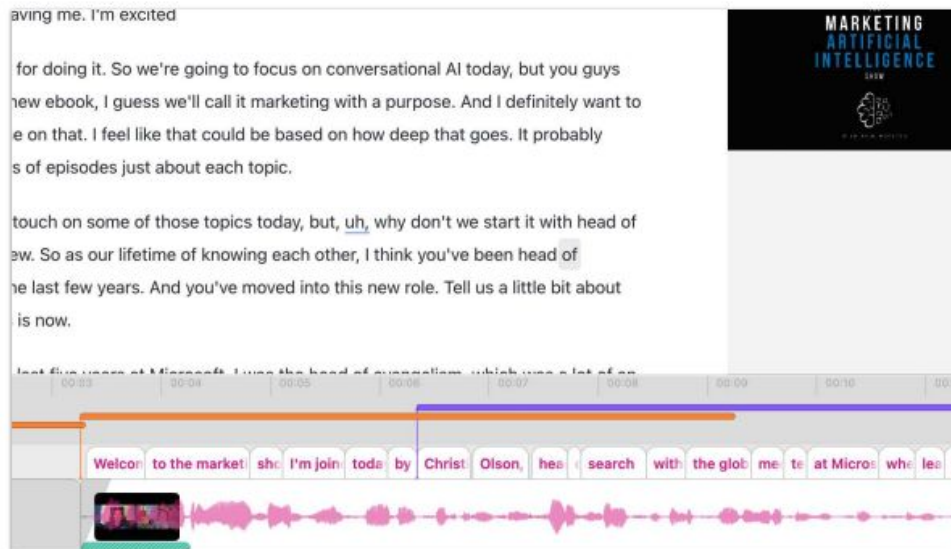
An armchair in the shape of an avocado

AI Tools

9. Descript

Edit and produce professional grade audio, video, and podcasts with AI.

Improve sound quality, instantly filter out words, and create voice clones to overdub recordings using AI.

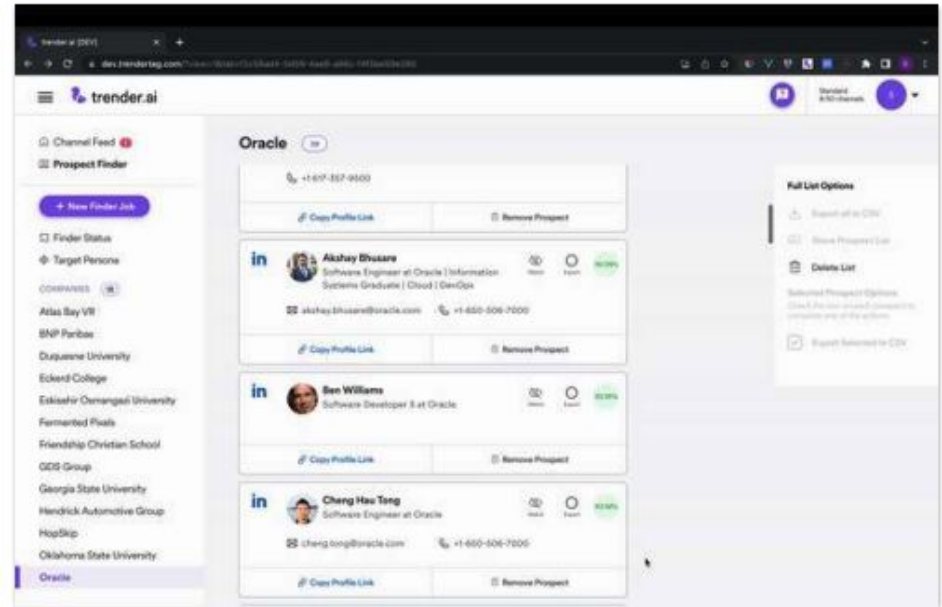


AI Tools

10. Trender.ai

Find and engage the right B2B prospects at the right companies across social media platforms.

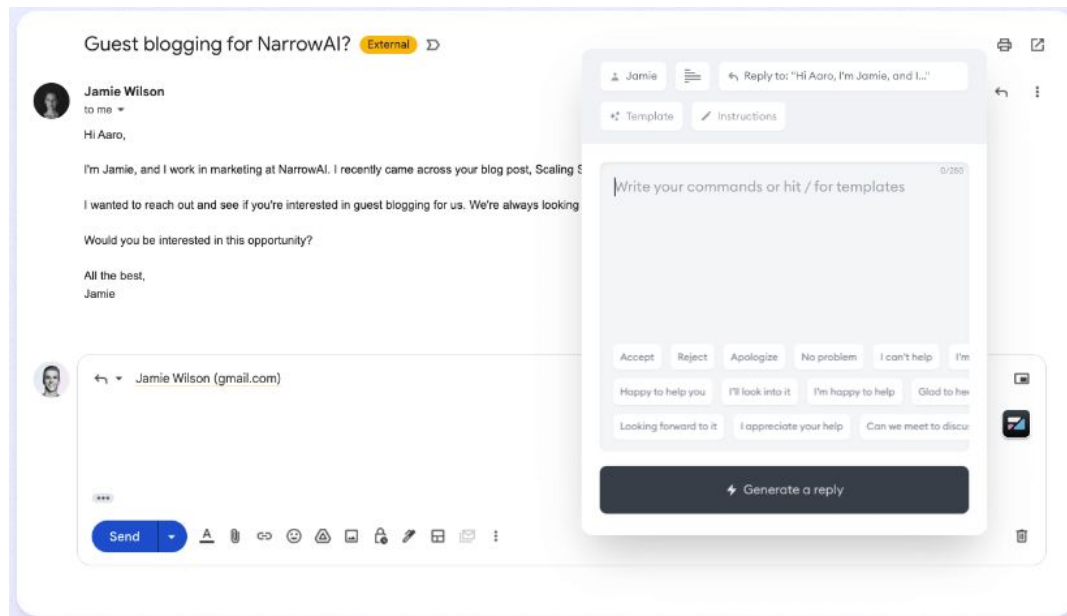
Arm sales teams with actionable information on prospects to use during outreach.



AI Tools

BONUS: Flowrite

Write your daily
emails and messages
in minutes



AI Tools

DOUBLE BONUS: There's an AI for that

The screenshot shows the homepage of 'THERE'S AN AI FOR THAT'. At the top, the title 'THERE'S AN AI FOR THAT' is displayed in large white letters. Below it, a subtitle reads '6,980 AIs for 1,931 tasks. Updated daily. Sponsored by [Potato: AI Investment Ideas](#).' A search bar contains the text '220,700 searches today' and 'Find AIs using AI', with a search icon to the right. Below the search bar, a tagline states '+ The largest AI aggregator. Used by over 2,000,000 humans each month. +'. A button labeled 'My saved AIs 0' is visible. A navigation bar includes links for 'featured', 'New', 'Most saved', 'Timeline', 'Get featured', 'Job Impact Index', 'Community', and 'Subscribe'. The 'Just launched' section features three AI tool cards: 'PitchPower' (Client proposals, No pricing, 3 reviews, 5.0 rating), 'PDF Pals' (Document Q&A, From \$29, 6 reviews, 5.0 rating), and 'VirtualStagingAI' (Room staging, From \$15/mo, 19 reviews).

AI Tools

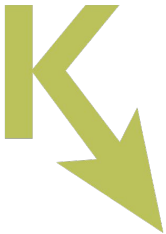
Types of Prompts

Creative Prompts - Write a story about two hikers that get lost in the grand canyon.

Task-Specific Prompts - Create a professional email requesting a staff meeting next Monday at noon.

Open-Ended Prompts - Finish this sentence: Love is...

Style Mimicking - Write a short brand origin story for a social post in the style of Mark Twain



AI Tools

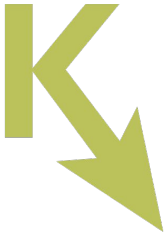
Types of Prompts

Informational Prompts - Give me a brief history of Taco Bell's most successful menu.

Listicle Prompts - Write a list of blog titles on the importance of an effective podcasting.

Instructional Prompts - Explain the steps needed to make homemade macaroni and cheese.

Interactive Prompts - Pretend this is a job interview and I am interviewing a candidate for the role of a digital marketing manager.



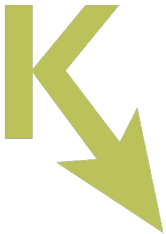
Prompting Tips

Be clear in your instructions.

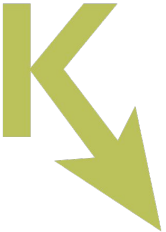
Rephrase your queries if you're not getting the response you want. This will also help train the tool to match your style.

Ask a close-ended question if you're looking for a specific answer.

Include as much relevant detail as possible in your query.



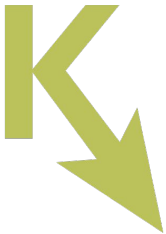
**“With Great Power
Comes Great
Responsibility”
- Winston Churchill**



Proceed with Caution

Data & Privacy Security

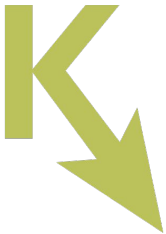
- Sensitive Data
- Understand biases in data can lead to discriminatory outcome
- All employees should be trained on how to use approved tools and how to interpret the data



Proceed with Caution

Communication

- Encourage open communication - if there's an anomaly in AI reporting, team members should feel empowered to speak up
- Be aware of any industry compliance or regulations related to AI



IP

Copyright, Patent, Trademark

US Copyright Office & USPTO position is that only human-created works are entitled to copyright/patent registration

Trademark rights are based on use in commerce to sell, not how it was made





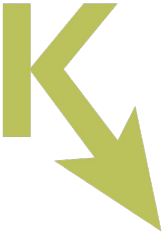
Greg Brockman ✓
@gdb



Most amazing fact about AI is that even though it's starting to feel impressive, a year from now we'll look back fondly on the AI that exists today as quaint & antiquated.

Equal cause for excitement and deliberative caution — important to get the tech and its deployment right.

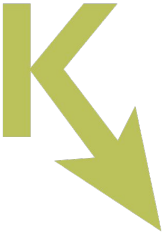
- **Greg Brockman, President & Co-Founder, OpenAI**





**“AI will impact every
knowledge worker in
the next 1 - 2 years.”**

**Paul Roetzer, Founder of
Marketing AI Institute**



Keep Learning



Paul Roetzer, founder of
Marketing AI Institute

[Podcast](#)
[Online Courses](#)
[Book](#)
[Annual AI Conference](#)



Ethan Mollick,
Associate Professor at
The Wharton School

[LinkedIn](#)
[Email Newsletter](#)



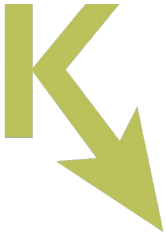
Cathy McPhillips, chief
growth officer at
Marketing AI Institute

[LinkedIn](#)



Christopher Penn, chief data
scientist at TrustInsights.ai

[LinkedIn](#)
[Online Training](#)





Lori Highby

Digital Marketing Expert | B2B Marketing Strategy | Marketing for Manufacturers | Spea...



Let's Connect!

