

CASSIE KOZYRKOV

CEO of Kozyr, AI Luminary, Former Chief Decision Scientist at Google, and Pioneer of Decision Intelligence

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- Chief Decision Scientist at Google, leading AI strategy and data-driven decision-making initiatives
- Renowned for making complex data and AI concepts accessible to non-technical audiences
- Advisor to Fortune 500 companies on leveraging AI for competitive advantage
- Influential thought leader, featured in global media outlets and industry publications
- Dynamic keynote speaker known for engaging, insightful presentations on AI, data strategy, and the future of technology

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Cassie Kozyrkov, CEO of Kozyr, is a renowned leader in artificial intelligence. She is best known for founding the field of Decision Intelligence and serving as Google's first Chief Decision Scientist, where she spearheaded Google's transformation into an AI-first company.

Today, Cassie is a sought-after AI advisor and speaker who has transformed how organizations like Gucci, NASA, Spotify, Meta, and GSK approach AI strategy. Passionate about elevating human potential through the responsible adoption of complex technology, she also serves on multiple advisory boards and is an investor in emerging product companies.

Her influence on Google's culture is legendary; no matter how big the auditorium, Google had to use lotteries to manage the demand to participate in one of her live workshops. Her work, which included personally training over 20,000 Googlers in AI and data-driven decision-making, impacted more than 500 company initiatives.

Combining deep technical knowledge with theater-trained charisma, Cassie is a captivating keynote speaker with the rare ability to make complex concepts accessible, engaging, and actionable for executive and general audiences alike. Her humor, wit, and vivid analogies ensure that people of all stripes leave her talks inspired and equipped to drive innovation. Cassie has delighted live audiences in more than 40 countries and on all seven continents, including stages at the United Nations, World Economic Forum, Web Summit, and SXSW.

Cassie has appeared on the cover of Forbes AI and featured in Harvard Business Review, Fortune, Fast Company, WIRED, Success, Entrepreneur, as well as a recent documentary on the AI revolution. Her online courses and more than 200+ published articles have reached millions and cemented her position as a LinkedIn Top Voice and the #1 Writer in AI on Medium for many years. She is followed by more than 24,000 CxOs.

Hailing from South Africa, Cassie began her undergraduate studies at the age of 15 at Nelson Mandela University and earned degrees in economics, mathematical statistics, psychology and neuroscience from the University of Chicago, NCSU, and Duke University, which honored her as a Few-Glasson Distinguished Alumna for her significant contributions to the fields of AI and Decision Intelligence. She is a guest lecturer to executive MBA

students in Harvard Business school.

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Cassie tailors each presentation to the needs of her audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- AI for Business Success
- Data-Driven Decision Making
- Demystifying AI
- The Future of Work
- Ethical AI and Responsible Innovation

PROGRAMAS

The Leader's Survival Guide for the AI Era

Abstract: What happens when AI becomes faster at solving problems than we are at defining them? As leaders lean on AI for answers, are we losing the deeper understanding that comes from wrestling with the questions? And what does this shift mean for data professionals, whose work shapes the possibilities and risks of these systems? In a world where tools outpace thought, how do we ensure that organizations can adopt AI responsibly and steer it effectively? In this talk, Cassie Kozyrkov, the architect of Google's AI-first transformation, challenges us to reimagine what it means to lead in the AI era.

Audience Takeaways:

- Understand why GenAI poses a special challenge for management.
- Prepare for novel paradigms of value and progress.
- Transform your leadership approach for the AI era.
- Learn decision-making frameworks to complement AI insights.
- Build effective teams for navigating the risks and opportunities of AI.

The Future is AI-First: Are You Ready to Lead?

Leading a business through the AI revolution demands vision and bold action. Cassie Kozyrkov, the architect of Google's AI-first transformation, challenges leaders to rethink what it means to lead in the AI era. She shares innovative strategies for embedding AI into the fabric of your company, transforming not just how you work but what you can achieve. Attendees will walk away with a clear roadmap to becoming leaders in AI-driven innovation, equipped to outpace the competition and thrive in a rapidly changing technological landscape.

Audience Takeaways:

- Understand the principles of an AI-first organization.
- Learn strategies to embed AI into your company's culture.
- Transform your leadership approach for the AI era.
- Gain insights to outpace competitors through AI-driven innovation.
- Prepare your organization for sustained success in the AI future.

AI Adoption: From Buzzwords to Business Strategy

Abstract: Artificial intelligence is no longer science fiction, yet many businesses fail to harness its potential at scale. In this insightful talk, Cassie Kozyrkov strips away the jargon to explore what's easy, what's hard, and how to spot genuine opportunities to improve your business with AI. She delves into why organizations struggle, uncovers the two biggest threats in the field, and discusses what this means for the future of work. Discover the secrets to successful AI innovation and learn how to avoid common pitfalls, unlocking AI's true potential for your organization. Get ready to turn today's hype into tomorrow's growth.

Audience Takeaways:

- Identify common reasons businesses fail with AI initiatives.
- Understand practical challenges and opportunities in AI adoption.
- Learn strategies to successfully integrate AI into your business.
- Recognize and mitigate the biggest threats in AI implementation.
- Prepare your organization for the future of work with AI.

How to Upgrade Your Decision-Making… Instantly

Your life outcomes boil down to two things: luck and the quality of your decisions, making

decision-making crucial. Yet society often neglects it as a skill to develop. In this empowering talk, Cassie Kozyrkov reveals how outcome bias and confirmation bias prevent us from learning the right lessons and making better choices. She demonstrates how tolerating these biases institutionalizes complacency and hinders progress. The good news? You can overcome them instantly by asking the most powerful question: “What would it take to change your mind?” Walk away with practical strategies to eliminate excuses, confront your biases, and elevate your decision-making immediately.

Audience Takeaways:

- Recognize and overcome outcome bias and confirmation bias.
- Transform decision-making into a powerful, honed skill.
- Learn practical techniques to improve decisions instantly.
- Foster a culture of better decision-making without excuses.Empower yourself and your team to make smarter choices.

Mind The Gap: Digital Trust Habits For The AI Era

As AI advances rapidly, a trust gap emerges between its capabilities and our understanding. In this compelling keynote, Cassie Kozyrkov explores how you can navigate this gap. By sharing the story of one of history’s most ironic hoaxes, she illustrates why even the savviest among us can be misled and how to prevent it. Drawing from historical and modern examples, she reveals how understanding AI’s strengths and limitations empowers you to navigate tomorrow’s world. You will gain actionable strategies to build tech fluency, foster skepticism, and ensure AI empowers rather than misleads, building new digital trust habits to guide you confidently into the future.

Audience Takeaways:

- Understand the implications of the AI trust gap.
- Learn how to foster tech fluency and critical skepticism.
- Gain strategies to innovate responsibly with AI.
- Build trust within your organization and with stakeholders.
- Navigate rapid technological evolution confidently and ethically.

Why Businesses Fail at AI Adoption: From Buzzwords to Business Strategy

Artificial intelligence is no longer science fiction, yet many businesses fail to harness its

potential at scale. In this insightful talk, Cassie Kozyrkov strips away the jargon to explore what's easy, what's hard, and how to spot genuine opportunities to improve your business with AI. She delves into why organizations struggle, uncovers the two biggest threats in the field, and discusses what this means for the future of work. Discover the secrets to successful AI innovation and learn how to avoid common pitfalls, unlocking AI's true potential for your organization. Get ready to turn today's hype into tomorrow's growth.

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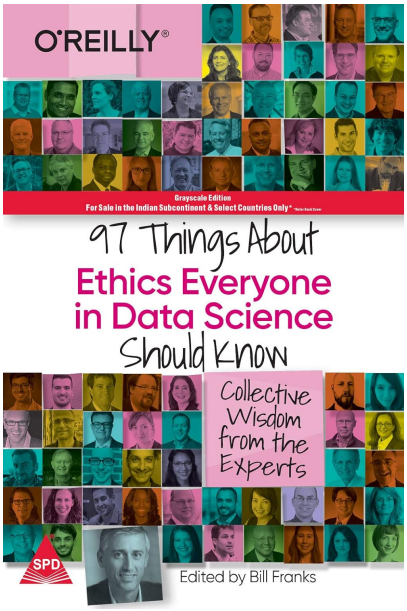
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STRATEGIC ANALYTICS



97 THINGS ABOUT ETHICS EVERYONE IN DATA SCIENCE SHOULD KNOW

CONDICIONES

- **Travels from:** New York, USA
- **Fee Range:** Please Inquire