

# AI Business School

AI Business School is a master class series for business leaders that will empower you to be successful and get results from AI. Explore on-demand content across four modules with insights from 20+ industry leaders, including the following:

## Define an AI strategy to create business value

Developing a holistic AI strategy is key to realizing the full benefits of AI. Learn how to build an end-to-end strategy for transforming your business and your industry with AI.



**Peter Zemsky**  
Dean of Innovation  
INSEAD



**Chema Alonso**  
Chief Data Officer  
Telefónica

## Discover ways to foster an AI-ready culture in your business

To make AI initiatives successful, it's important to keep people at the center. Hear directly from industry experts on how to foster an AI-ready culture.



**Chris Capossela**  
CMO & EVP, Consumer Biz.  
Microsoft



**Amy Hood**  
CFO  
Microsoft

## Identify guiding principles for responsible AI in your business

As AI continues to evolve, these advancements raise a host of complex and challenging questions. Explore guidance on using AI responsibly, drawn from our 25+ years of AI experience.



**Brad Smith**  
Chief Legal Officer  
Microsoft



**Steve Sweetman**  
Director, CTO Office  
Microsoft



**Lili Cheng**  
CVP, AI & Research  
Microsoft



**Harry Shum**  
EVP, AI & Research  
Microsoft

## Introduction to AI technology for business leaders

A key differentiator of AI leaders is their robust understanding of AI technologies. Gain specific, practical knowledge about AI capabilities through lectures by technical experts.

10

Case studies

5

Thought leadership videos

5

Practical guides

15

Executive insight videos

7

Technology talks

And more to come!