

Applied Artificial Intelligence-Based Systems as Competitive Advantage
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In the last decade Artificial Intelligence (AI)-based systems made a “giant leap” from a narrow research area to a central business issue. The driving force of this unique transformation is the enormous opportunities for competitive advantage that applied AI offers to the business. The main objective of the talk is to discuss the key topics of this issue of critical importance to both research and business communities.

The first topic will be defining the competitive advantage that AI-based systems deliver to the business with specific examples from real-world industrial applications. The second topic will be to recommend the key steps for evaluating the readiness of a business to implement these systems as a precondition for building competitive advantage. The third topic will suggest a roadmap how to introduce and operate AI-based systems in a business with examples from several companies of different sizes and business complexity. The fourth topic will discuss different options for solving the difficult problem of educating the needed labor force and filling the skillset gap in the area of applied AI-based systems.

CV

Dr. Kordon is an internationally recognized expert in the application of Artificial Intelligence (AI) to industry. His clients include large corporations and consulting companies in the United States, Japan, South Korea, Germany and Belgium. His current projects are solving business problems in predictive maintenance, smart energy cost reduction analysis, commodity price forecasting, and office space optimization. He also advises his clients on how to integrate AI into their organizations and trains their specialists.

In his previous position as Scientific and Analytics Leader of the Artificial Intelligence Group at Dow Chemical – America's largest chemical company, Dr. Kordon introduced a number of new AI-based solutions that have improved and optimized manufacturing processes with enormous economic effect. He has a US and worldwide patent and over 70 publications in the most prestigious journals and conferences in the field of applied AI systems. He is the author of three books and 15 book chapters.

Dr. Kordon has been an invited speaker both at major companies such as Chevron and SAS (the largest vendor of AI application software) and at leading universities, such as the University of California at Berkeley, the University of Minnesota, the University of Texas at Austin, and the Lawrence Livermore National Laboratory. He also teaches a course on Applied AI for Business Leaders at the University of Miami.

Dr. Kordon is a respected member of the international scientific community in the field of applied AI systems as a participant in the program committees of the most recognized conferences in this field and in a number of committees in the IEEE and IFAC.