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# ELIN HAUGE



Artificial intelligence should be at the forefront of every leaders' mind; because it will fundamentally change your business, significantly impact your life, and so that you can understand the technologies your kids take for granted.

Artificial intelligence is probably the most disruptive technological development in human history, and it is ubiquitous; from the face recognition on your smartphone to advanced public surveillance, from food production to medical research, from online shopping to autonomous cars.

In addition, other emerging technologies such as the internet of things, blockchain, and virtual reality complement and interact with artificial intelligence to create even more immersive, complex, and disrupting products and services.

According to Elin Hauge, understanding the basics of artificial intelligence should be as compulsory for any leader in 2022 as having a computer.

Elin Hauge has built bridges between business and data-driven technologies for more than 20 years, with AI as her main area of focus since 2016. Through her work with business leaders and tech entrepreneurs, she has developed an exceptional ability to connect the dots between business strategy and the application of AI. She brings new perspectives to known challenges, relentlessly demystifying jargon and buzz words, and is always three steps ahead with her perspectives on sustainability, responsibility, and disruption. She has a humoristic, down-to-earth, and pragmatic approach to what is actually possible with AI here and now, what is responsible to do in the context of both your company and the society, and what you as decision-maker need to understand to make the right decisions. She systematically brings in the human perspective; "the future of artificial intelligence is not human less, it's human more." In her talks, she provides tangible and well-grounded recommendations for how to reap real benefits with AI, how to comply with regulations, and how to make AI an integral and sustainable part of your business or organization.

Elin Hauge holds a MEng in Biophysics and Medical Technology and a MSc in Management Science and Operational Research. Her strong academic background from mathematics and physics, combined with broad business experience, provides a rock-solid foundation for her perspectives on the revolutionary opportunities and complex challenges with and around artificial intelligence.

She has spent the last three years working in the tech startup landscape, mentoring hundreds of entrepreneurs across Europe on business strategy, commercialization and go-to-market.

