

## Brian Evergreen

Authority on AI, Tech, Business Strategy, & the Future of Work; Author; Founder & CEO of The Profitable Good Company; Former Global Head of Autonomous AI Co-Innovation, Microsoft Research

Brian Evergreen is a tech visionary whose insights are sought after by the companies that are changing the world as they explore new ways to transform their own organizations. He is best known for advising Fortune 500 companies on emerging technologies, especially artificial intelligence, and the ways in which these powerful tools and resources can be uniquely integrated into their business' infrastructure, culture, and strategy. Previously, Evergreen served as the Global Head of Autonomous AI Co-Innovation at Microsoft Research. He held similar tech, AI, and engineering head of/lead roles at other top companies, including Amazon Web Services (AWS) and Accenture. He builds upon these experiences to introduce new ways to push the boundaries of what's possible with AI in all aspects of how we work and live.

Evergreen leads engaging, future-focused conversations on how to create a more human future in the era of Artificial Intelligence as we navigate past the Industrial Revolution into a new Renaissance/Enlightenment-level era. His passion for emerging tech and innovation is palpable as he helps audiences wrap their heads around the endless opportunities AI can present for elevating business and society to the next level (and beyond) when paired with the right strategy and cultural leadership. He puts forth ideas for how to work through the uncertainties of a world that is becoming increasingly integrated with AI. His insights and approaches to moving away from leading and managing organizations as machines to leading and managing organizations as social systems in order to harness the potential of AI and other emerging technologies inspire organizations to view their strategies and cultures from new perspectives, and also look beyond their walls for new avenues to collaborate and disrupt with purpose.

In his work leading the The Profitable Good Company, Evergreen is a trusted advisor to the world's most admired companies, equipping leaders with frameworks and methodologies for harnessing the economic potential of emerging technologies and creating a more human future in the era of artificial intelligence. He also guest lectures at Purdue University and Northwestern University's Kellogg School of Management, sharing the unconventional innovation methods he developed leading and advising digital transformation initiatives at many of the world's most valuable companies.

Evergreen is the author of the book *Autonomous Transformation: Creating a More Human Future in the Era of Artificial Intelligence*, which outlines a blueprint for leaders and managers who have aspired or attempted to harness artificial intelligence and its adjacent technologies for the betterment of their organizations and the world — weaving strategy, business, economics, systemic design, and philosophy into actionable steps with accompanying frameworks to create and sustain Profitable Good. As Microsoft's corporate vice president, head of product management Gurdeep Pall puts it, "Brian Evergreen's *Autonomous Transformation* offers an engaging and thought-provoking treatise for anyone that ponders our future with artificial intelligence."

Evergreen's foresight and expertise have been featured in industry publications, and his work at the leading edge of tech, strategy, and AI is reshaping our world in new and profound ways. Speaking with great esteem about Evergreen, Georgia Pacific's vice president Michael Carroll said, "Working with Brian, a world-class systems thinker, is an opportunity to learn from a seasoned expert in the field of AI and digital transformation. He is a master at solving problems and is even better when the team he is working with has range in its experience."