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AI for Good. AI and sustainability have emerged as two of the most transformational forces impacting business today. It is therefore important for organizations to gain awareness of this trend and learn more about how synergizing AI and sustainability creates business value. Combining these dual perspectives drives business innovation and creates enhanced business models by unlocking accelerated market potential.

With this in mind, Marga Hoek has developed this impactful keynote highlighting some of *Tech for Good's* 50 real-life business cases from all over the world. These standout companies demonstrate how AI facilitates creating actionable and long-lasting business value, and in this talk, Hoek imparts a can-do mentality for business professionals to put into practice as they consider how AI can be leveraged to elevate their organizations and better the world around them.

Customized Keynotes for Your Group. Marga Hoek welcomes the opportunity to share tailored insights and strategies on any of the following topics:

- How to use business as a vehicle for change
- How future business incorporates disruptive sustainability
- Leadership strategies for sustainable transformation and innovation
- The Macro-economics of sustainable development
- A look at the circular economy and its business models
- Sustainable investment and banking
- The sustainability challenge for the boardroom
- Reconnecting business growth and impact
- Board and CEO challenges in a changing world
- Global outlook on business' challenges