

Dr. Deborah Berebichez

Physicist, AI Expert, and TV Host

How can AI Transform Your Business Step into the future with a journey through the limitless potential of AI—a world where generative and large language models are reshaping industries, redefining job roles, and revolutionizing customer engagement. Imagine creating captivating, personalized content at the touch of a button or using AI-driven insights to drive powerful operational efficiencies. But this goes beyond replacing human tasks; it's about unlocking entirely new horizons for business transformation. Join me as we dive into the three archetypes of AI-driven strategy that can elevate any organization to the next level. First, explore how AI can create innovative business models, as seen in Anthem's (now Elevance Health) reimagined approach to healthcare. Next, see the power of AI in achieving operational transformation—Shell's ground-breaking use of AI for safety and efficiency in its oil and refinery sectors shows what's possible. Finally, discover how AI can deeply influence customer behavior, as seen in the insurance industry's efforts to promote healthier lifestyles and safer driving habits. Through real-world examples and actionable insights, this keynote will guide you in making strategic choices for AI adoption in your business. Whether your focus is on growth, efficiency, or transforming customer interactions, this talk is designed to empower you with the knowledge to lead successful AI-driven transformation. Prepare to be inspired, informed, and ready to unlock the future. The possibilities are boundless!

Changing the World, One Equation at a Time: An Inspiring Journey Deborah grew up in a conservative community where girls were discouraged from pursuing careers in science, technology, engineering and math (STEM). In high school, she was advised to consider a more “feminine” path. But Deborah's curiosity and determination to understand how the world works led her to defy expectations. She pursued her passion for physics, ultimately becoming the first Mexican woman to earn a Ph.D. in physics from Stanford. In this inspiring keynote, Deborah shares her journey—filled with obstacles, resilience, and triumphs—illustrating how we all have the power to overcome barriers and achieve our dreams. In this captivating presentation, Deborah shares the twists and turns of her inspiring path—one that transformed her from a young girl facing societal pressures to a pioneering physicist, celebrated science communicator, and mentor to young women aspiring to enter STEM. Through her story, Deborah reveals how we can all help dismantle barriers, making science and technology accessible to young minds and empowering the next generation of innovators. Prepare to be moved and motivated to help shape a world where anyone, regardless of background, can pursue their dreams. If time permits, Deborah will also take us on a journey into a transformative future, where technology is redefining our world. Imagine the car: once a simple mechanical device we maintained to get from point A to point B, it is now evolving into an autonomous machine that knows more about us than we might know about ourselves. Thanks to advances in artificial intelligence (AI), the Internet of Things (IoT), and quantum computing, the future of mobility, work, services, and smart

cities is set to be revolutionized. Everyday objects will transform into intelligent service platforms, making our lives smoother, more efficient, and interconnected. This new era presents thrilling opportunities for growth and innovation, along with unique challenges for women in STEM. Join Deborah as she explores how embracing these changes can empower us all to shape a brighter future.

The Quantum Leap of Quantum Computing What is quantum computing? Why do we need quantum computers? Which kind of businesses are using them? How will quantum technology change the world? Deborah Berebichez formerly the Lead Scientist in Microelectronics and Quantum Computing at VTT, one of Europe's leading research institutes, will take you to a world of clean-rooms and airtight chambers, of new algorithms and quantum speedups, and of seemingly impossible feats such as quantum teleportation. You will learn how this amazing new world of quantum computing offers an exciting future: better materials and drugs, more secure cryptography and more accurate prediction of weather and climate. You will also understand how various businesses are preparing to remain competitive in the quantum age.