Michael Schrage

MIT Entrepreneurship Professor, AI Implementation and Business Case Expert

Generative AI - Big Vision, Next Steps What if your next groundbreaking idea could be sparked by a machine? In today's rapidly evolving world, businesses face unprecedented challenges and opportunities, and AI stands as the key to survival and success. Michael Schrage delves into the transformative potential of Generative AI, highlighting its strategic importance for modern businesses. He provides a guide through the latest advancements in AI, demonstrating how it can revolutionize various sectors by driving innovation and efficiency. With highly customized insights, Schrage shows business leaders how to identify AI opportunities, develop robust strategies, and implement technologies to optimize operations and power growth, providing actionable steps for starting AI projects and navigating the future of AI with agility and foresight.

The Future of Personalization – Insights from "Recommendation Engines." Increasingly, our technologies are giving us better, faster, smarter, and more personal advice than our own families and best friends. Have you ever thought about how music apps create playlists that feel like they were made just for you? In this talk, Michael Schrage, author of the groundbreaking new book Recommendation Engines, delves into the origins, technologies, business applications, and increasing societal impact of these powerful recommendation systems. This captivating session will not only illuminate how recommendation engines operate and showcase their pivotal role in modern business strategies, but attendees will also gain a deep understanding of the mechanics behind these systems and their impact on driving business success.

AI in Action: Prompt-a-thon Workshop with Michael Schrage Leveraging AI is essential to remain competitive and grow today's businesses. Join Michael Schrage, for an exclusive, hands-on workshop completely custom-designed for executives to experience the power of Generative AI firsthand. In this interactive session, participants will use cutting-edge AI tools like ChatGPT to address real-world business questions and organizational challenges tailored to your company. You will leave empowered with the knowledge and tools needed to implement AI solutions effectively and innovate with confidence.

The Future of Performance: Taking KPIs to KPAIs Looking to understand how to use emerging technologies to align your company and get better results? MIT Entrepreneurship professor and AI and transformation expert, Michael Schrage's research has long focused on the intersection of innovation, technology, and strategy. In this presentation, Schrage challenges leaders to rethink their performance targets and equips audiences with a framework for KPI-driven digital transformation to level up, ensuring they remain competitive in today's fast-paced business environment. Schrage not only outlines the key benefits of using AI in your business, he shares practical applications for use in day-to-day operations.