Poppy Crum

Expert in AI, Technology-Driven Innovation, & Human Performance; Stanford University Adjunct Professor; Futurist; Neuroscientist; Technologist; Former Chief Scientist at Dolby and CTO of Trimble

Rewiring the Human Brain: AI, Neuroplasticity, and Business. AI is not only transforming industries but also fundamentally reshaping how our brains function, thanks to neuroplasticity—the brain's ability to adapt to new tools and technologies. From automating tasks like navigation and decision-making to revolutionizing workplaces with digital twins, AI is redefining industries across sectors like healthcare, automotive, and entertainment. By forecasting how these changes will unfold, organizations can close skill gaps, train their workforce, and navigate the human-AI relationship more effectively. This speech explores the science behind these shifts, the opportunities they bring, and how businesses can strategically prepare for an AI-driven future that remains profoundly human-centric.

Digital Twins: Bridging Physical and Digital Worlds to Redefine Innovation. Digital twins are virtual replicas of physical systems. These tools are revolutionizing how industries design, optimize, and innovate. This speech explores the transformative potential of digital twins across sectors, from improving human experiences in automotive design and retail to enhancing operational efficiency in healthcare and manufacturing. By harnessing real-time data, predictive analytics, and AI-driven insights, digital twins enable organizations to simulate, forecast, and adapt like never before. We'll delve into how this technology is not only reshaping workflows but also redefining the human role in innovation, offering a roadmap for businesses to thrive in this new era of interconnected physical and digital realities.

The Human Dimensions of AI: Balancing Innovation and Humanity in a Digital Era. AI is reshaping our world, but its most profound impact lies in how it interacts with us as humans. Beyond efficiency and automation, AI affects our cognitive processes, behaviors, and even our sense of identity. This talk explores the human dimensions of AI—how it leverages neuroplasticity to change how we think, how digital twins reflect and enhance human experiences, and how it redefines roles in the workplace. By focusing on the relationship between humans and AI, Dr. Poppy Crum uncovers strategies to ensure that as technology evolves, it complements and enhances our humanity, fostering innovation without losing the irreplaceable value of the human touch.