



**Unlocking Gen
AI's Potential
Without
Unlocking Risk**

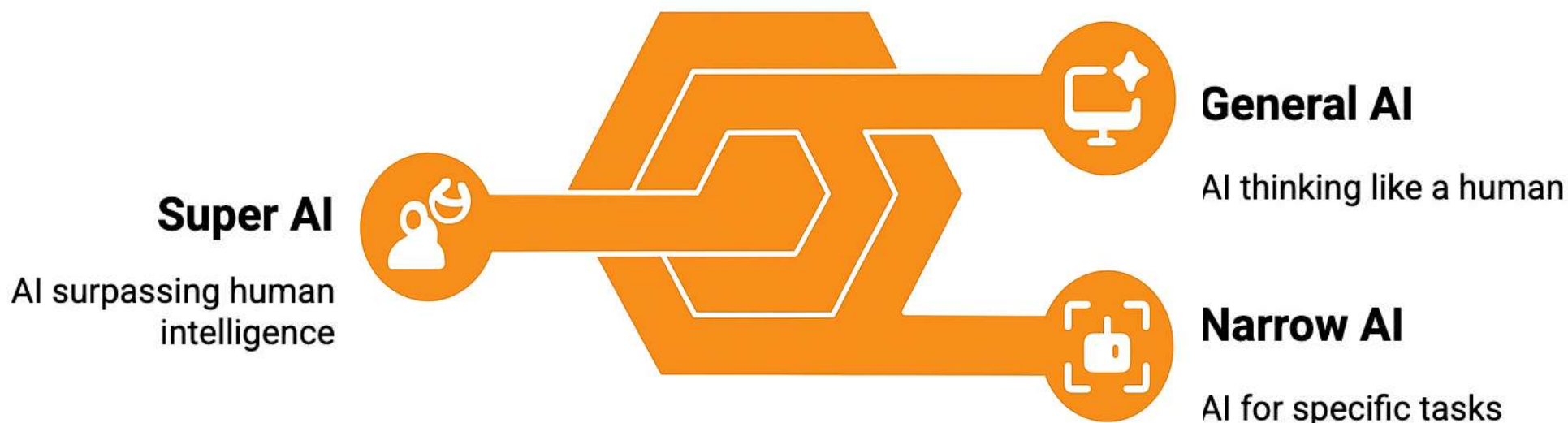


Joanna Kennedy
Global Data Governance Officer
SAE-PRI

- What is AI?
- The Benefits of Gen AI
- The Risks of Gen AI
- The Role of Governance

What is AI?

AI describes the ability of machines or computer programs to perform tasks that typically or traditionally require human intelligence





Real World Examples of Narrow AI



Field	How AI Is Used
Healthcare	Diagnosing diseases, drug discovery
Finance	Fraud detection, stock predictions
Transportation	Self-driving cars, flight optimization
Retail	Product recommendations, chatbots
Aerospace	Designing aircraft, predicting maintenance issues, flying autonomous drones

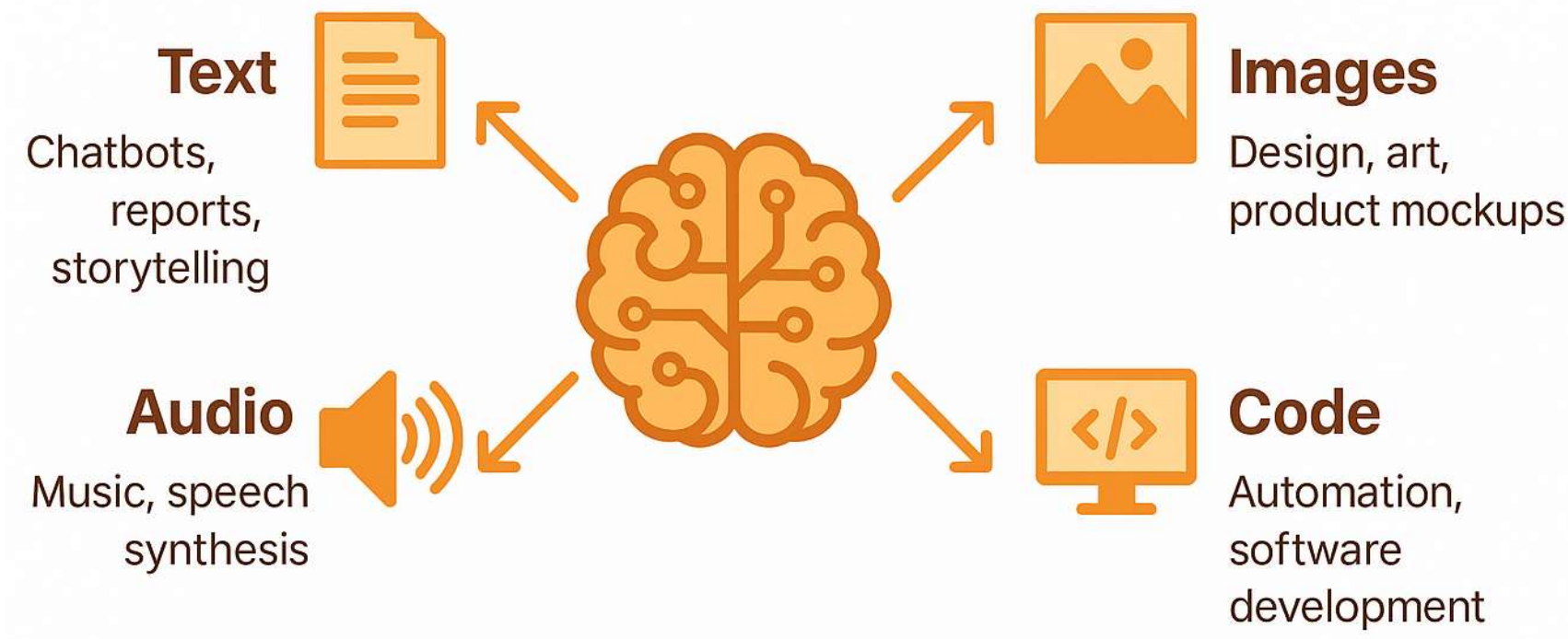


Types of Narrow AI in Aerospace



AI Type	Purpose / Use Case	Where It's Used
Machine Learning (ML)	Predictive maintenance, failure prediction, flight route optimization, demand forecasting	Airlines, OEMs, MRO providers
Deep Learning (DL)	Image/sensor recognition for defect detection, object tracking, autonomous navigation	Defense, drones, inspection systems
Reinforcement Learning	Autonomous flight control, robotic arm movement, swarm drone behavior	UAVs, robotics, satellite operations
Computer Vision	Quality control, part defect detection, facial/emotion recognition, autonomous landing	Smart factories, inflight experience, surveillance
Natural Language Processing (NLP)	AI copilots, virtual assistants for crew/passengers, interpreting maintenance logs	Cockpits, control centers, customer service
Generative Design / Generative AI	Creating optimized part geometries, simulation of design options, 3D printable structures	Aircraft design, spacecraft components, R&D
Expert Systems	Diagnostic tools, decision support for engineers or pilots	Maintenance, mission control, cockpit systems
Digital Twins (AI-enhanced)	Real-time simulations of engines, aircraft, or entire production lines	Engine performance, testing, smart manufacturing
Swarm Intelligence	Coordinated behavior of drone fleets, decentralized airspace management	Military, disaster response, urban air mobility
Bayesian Networks / Probabilistic AI	Risk assessments, fault tree analysis, flight anomaly detection	Flight safety systems, mission-critical planning

What is Gen AI?



The Benefits of Gen AI

PRODUCTIVITY

40%

increase in productivity for
knowledge workers

McKinsey, 2023 mckinsey.com

REVENUE

\$2.6B

forecasted revenue
increase by 2026

UK Government; 2023 Copilot
trial www.gov.uk/2023

CUSTOMER SERVICE

22-24%

improvement in
customer satisfaction

Microsoft www.microsoft.com/2024

SOFTWARE ENGINEERING

54%

faster coding and
bug fixing

Salesforce/Gartner/Bain

ADOPTION

86%

of organizations are
considering Gen AI

Peer-reviewed research
www.example.com/2022

what business growth opportunities are there for [redacted] focused on pyrometry? Consider geographies, markets, products/services, potential partnerships, customers etc.

+ Search Reason ...



1. Market Expansion: Where to Focus & Why

Tier 1 Markets (High ROI & Immediate Demand)

Tier 2 Markets (Emerging Demand & Future Growth)

✓ Middle East (UAE, Saudi Arabia, Qatar)

- Defense manufacturing & MRO industry boom (EDGE Group, Saudi Vision 2030 aerospace plans).
- Strategic Move: Develop custom training for government-backed defense suppliers in the region.

2. Competitive Positioning: [redacted] as the Industry Standard

3. Strategic Partnerships: Who to Work With & How

4. Execution & Revenue Model: Maximizing Growth

5. Next Steps: Execution Roadmap (2025-2026)

Let's develop this idea more: Real-Time Compliance Monitoring: Providing AI-driven real-time supplier risk management and predictive analytics services. What companies might [redacted] partner with to progress this?

● Supply Chain Visibility & Compliance Platforms

These companies focus on monitoring supply chain compliance, disruptions, and ESG risks.

- Resilinc – AI-powered supply chain risk monitoring.
- Everstream Analytics – Predictive analytics for supply chain resilience.
- EcoVadis – ESG and sustainability compliance risk monitoring.
- Interos – AI-powered third-party risk management and supply chain mapping.
- Avetta – Supply chain risk and compliance monitoring platform.

who should I contact at everstream analytics?

. Business Development Contact:

- [redacted] – Business Development Associate & Supply Chain Risk Advisor:
 - LinkedIn Profile: [redacted]

● IoT & Real-Time Data Providers

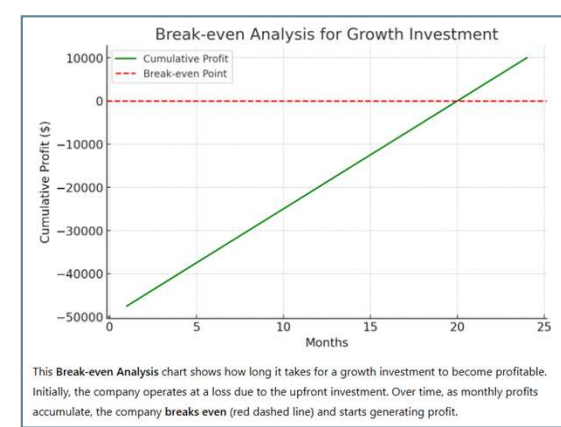
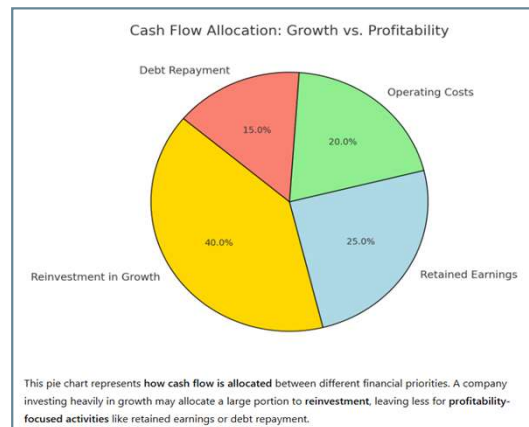
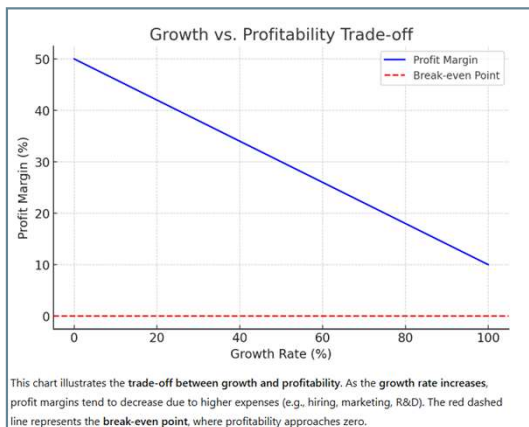
For real-time supplier performance monitoring, [redacted] could partner with IoT sensor and data analytics firms.

- GE Digital (Predix) – Industrial IoT and real-time operational data analytics.
- Siemens Mindsphere – IoT-driven quality and compliance tracking.
- SAP Digital Supply Chain – AI-powered supplier performance insights.
- Hitachi Vantara – AI and IoT solutions for manufacturing quality monitoring.

. Executive Leadership:

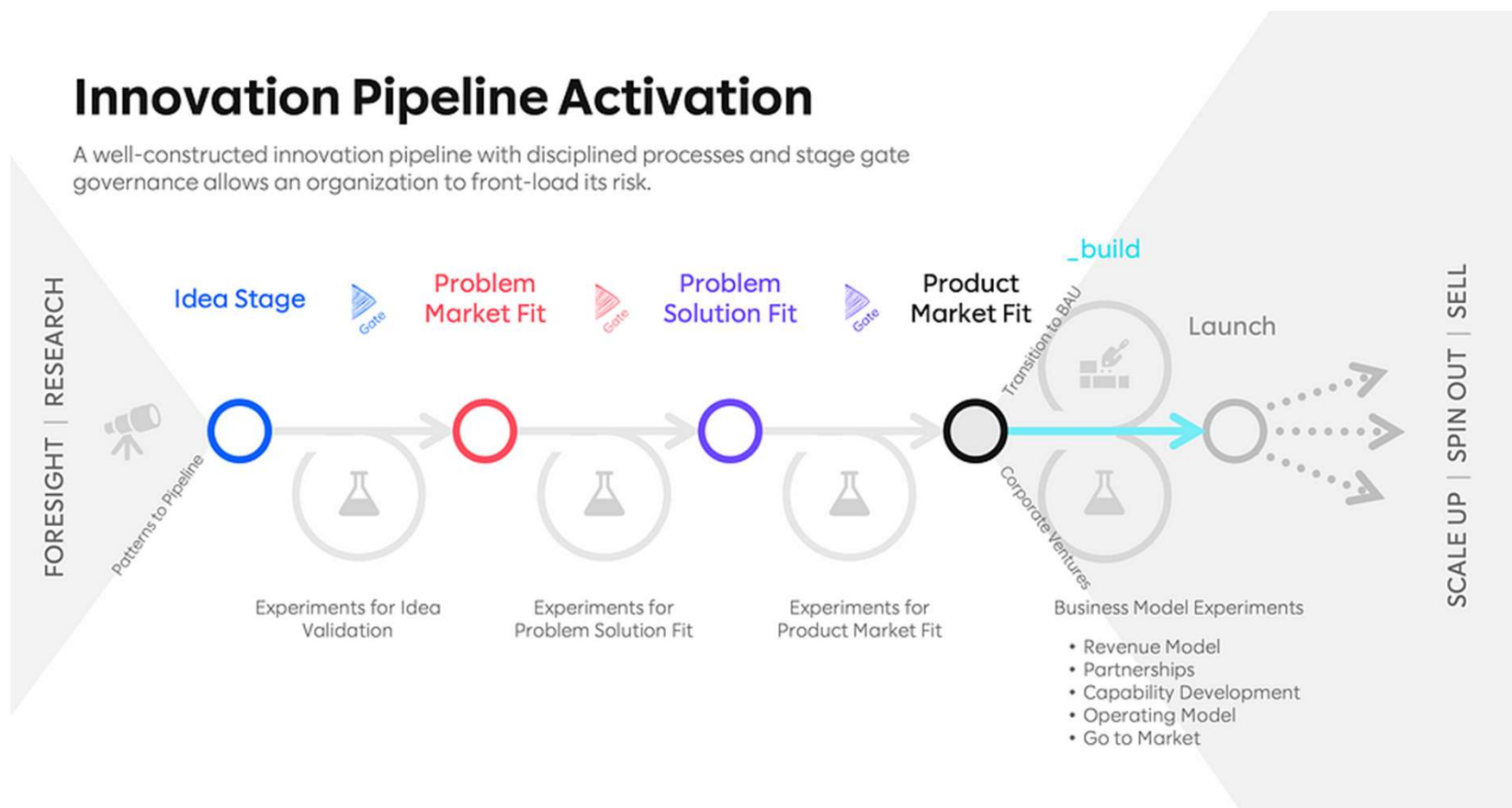
- [redacted] – Chief Operating Officer:
 - With over 25 years of supply chain, IT, and consulting experience, including 18 years at A.T. Kearney, [redacted] leads customer value realization at Everstream. EVERSTREAM.AI

- Summarizing large datasets and creating visuals for easier decision-making
- Generating scenario analyses with explanations of possible outcomes

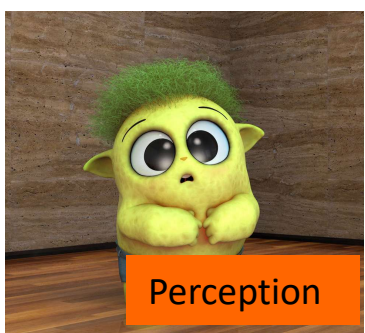
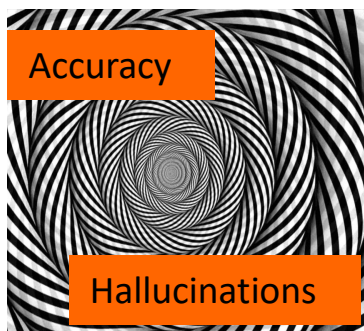
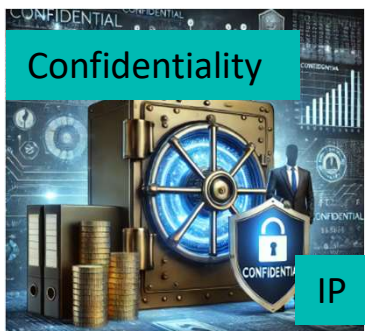


Innovation Pipeline Activation

A well-constructed innovation pipeline with disciplined processes and stage gate governance allows an organization to front-load its risk.



The Risks of Gen AI



Real-World Examples

Accuracy

New York lawyers sanctioned for using fake ChatGPT cases in legal brief

Air Canada pays damages for chatbot lies

In February 2024, Air Canada was ordered to pay damages to a passenger after its virtual assistant gave him incorrect information at a particularly difficult time.

Financial

iTutor Group's recruiting AI rejects applicants due to age

In August 2023, tutoring company iTutor Group agreed to pay \$365,000 to settle a suit brought by the US Equal Employment Opportunity Commission (EEOC). The federal agency said the company, which provides remote tutoring services to students in China, used AI-powered recruiting software that automatically rejected female applicants ages 55 and older, and male applicants ages 60 and older.

Bias

Famous authors' lawsuit against ChatGPT developer gets underway

Authors like John Grisham and George R.R. Martin are suing over AI concerns.

Intellectual Property

DPD AI chatbot swears, calls itself 'useless' and criticises delivery firm

The delivery firm DPD has disabled part of its artificial intelligence (AI) powered online chatbot after a disgruntled customer was able to make it swear and criticise the company.

Reputation

The Role of Governance

- Protect the Company
- Mitigate Risk
- Provide Guardrails
- Enable Innovation

Support Legislative Compliance*



1. Create an AI inventory

- Know where we are using AI (& for what purpose) via system scanning, employee survey, vendor onboarding
- Identify vendors and roles – circling back
- Document ~~unacceptable~~ / high / limited / minimal risk
- Record where we are using what data, tag it e.g. PII and take privacy steps



3. Determine whether AI conformity assessments are required

- According to EU AI Act depending on risk to health, safety & fundamental rights



2. Develop a code of conduct for AI use

- Evolve the existing guidelines – regularly
- Conduct employee training
- Publish policies
- Include AI roles and responsibilities
- Establish an AI incident response plan

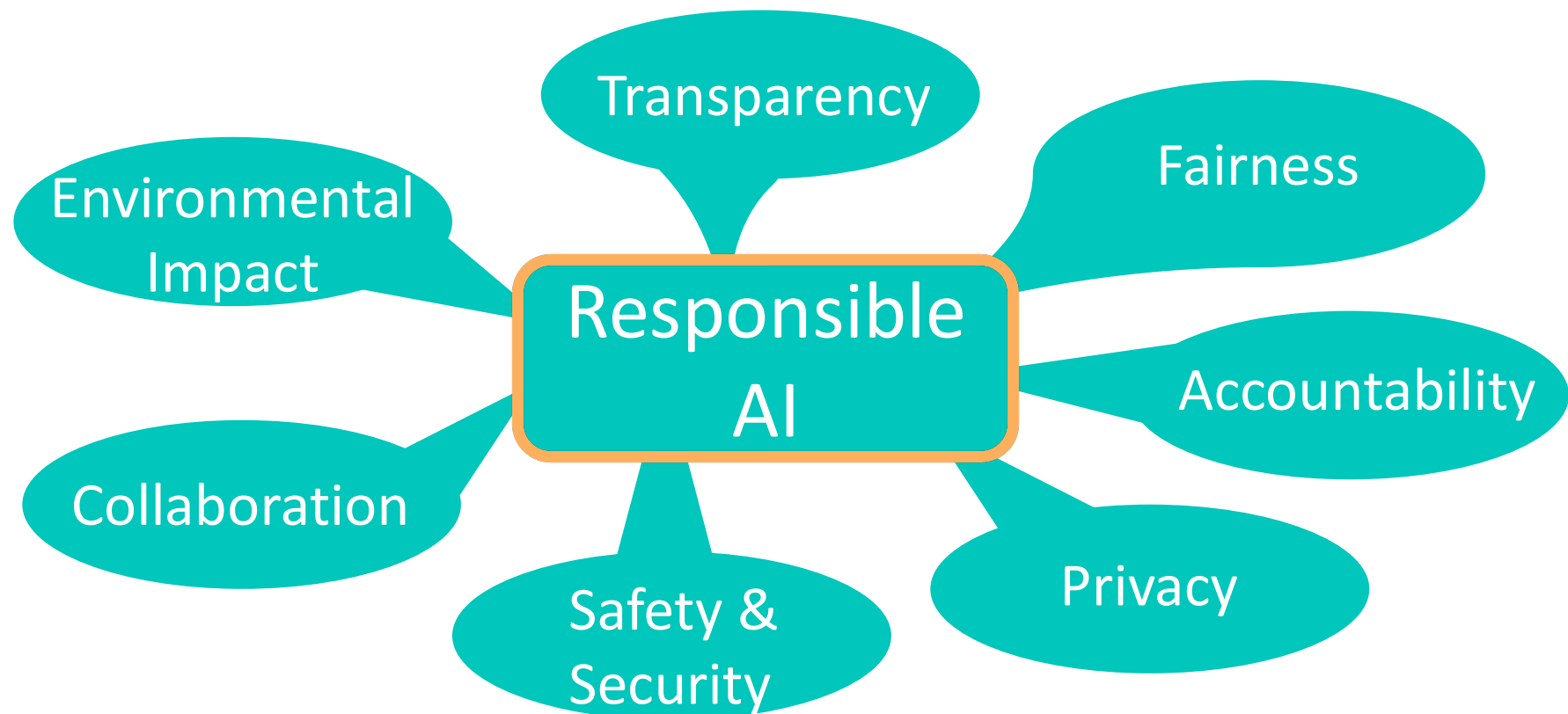


4. Fulfil our transparency obligations

- Update website privacy and other policies (eg IP) to reference AI
- Set up a governance committee
- Review and update contracts to reference AI

*based on EU AI Act requirements

Establish Guiding Principles





Classify Risks According to EU AI Act



Level	Examples
Unacceptable (significant risks to fundamental rights, safety or well-being of individuals or society)	<ul style="list-style-type: none">• Social scoring based on behaviour or characteristics• Systems designed to exploit human vulnerabilities through deceptive practices or psychological manipulation• Biometric categorization based on sensitive characteristics• Untargeted scraping of facial images from the internet to create facial recognition databases
High (potential to cause harm or infringe on fundamental rights)	<ul style="list-style-type: none">• HR – using AI in recruitment, hiring, performance evaluation, promotion decisions, managing tasks, monitoring worker behaviour• Law enforcement – using AI in predicting criminal activity, detecting, identifying or tracking individuals, assessing behaviour• Education and vocational training – using AI to assess performance, provide feedback, determine access to training especially if it may have a significant impact on an individual’s future opportunities and outcomes
Limited (where the impact is not safety related or result in significant harm or impact)	<ul style="list-style-type: none">• Non-critical admin functions – scheduling, document management, basic data analysis• Non-critical customer service – customer service via chat bots or virtual assistants, basic trouble shooting, information retrieval in non-critical contexts• Personal productivity tools – time management, task automation
Minimal (minimal potential harm to individuals or society)	<ul style="list-style-type: none">• Consumer electronics – smart devices and entertainment systems• Email spam filters• General purpose software tools (ML frameworks, NLP libraries) intended for developers to build a wide range of applications• Non-safety-critical business applications – CRM, marketing analytics, supply chain optimisation

Enable AI Literacy & Responsible Adoption

AI Key Terminology Guide

Term	Definition
Algorithm	A set of rules or instructions that a computer follows to solve a problem and machine learning.
Artificial General Intelligence (AGI)	A theoretical type of AI that can perform any intellectual task a human can.
Artificial Intelligence (AI)	Computer systems and software that can perform tasks that typically require human cognitive functions such as learning and problem solving. Essential characteristics include intelligence, such as learning from experience, recognizing patterns, and solving problems.
Automation	The use of technology, including AI, to perform tasks that typically require human intervention to reduce errors.
Bias (in AI)	When an AI model produces unfair or inaccurate results due to flaws in the data or algorithms used to train it.

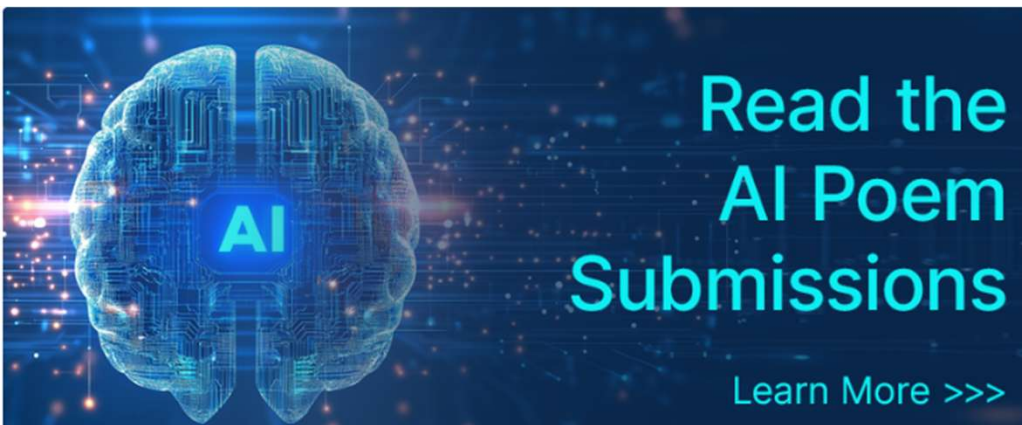
AI Roadshow Sessions

Session 1: AI Overview: What is AI and What Are The Risks and Benefits?

- Presenters: Joanna Kennedy and
- [Recorded Session Link](#)

Session Transcript

- [AI Roadshow - Session 1_ AI Overview_ What is AI and What Are The Risks and Benefits_.docx](#)



Empower through Open Communication



Elizabeth Laraki @elzlaraki

I'm talking at a conference later this...

I just saw an ad for the conference w... doesn't look right.

Is my bra showing in my profile pic a...

I open my original photo.
No bra showing.

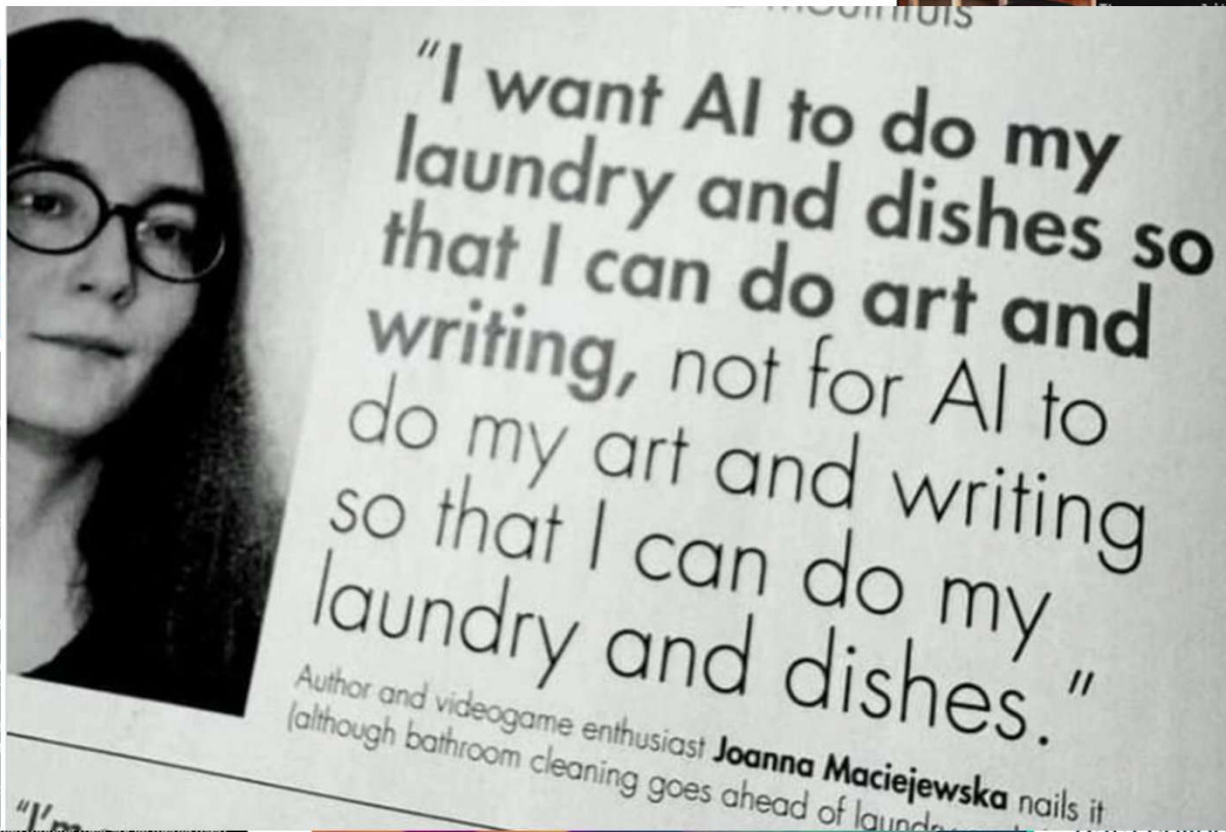
I put the two photos side by side and...

Someone edited my photo to unbutt... hint of a bra or something else unde...

Immediately, I email the conference... (FYI he is a great, respectable guy wi...

He is super apologetic and immediat...

He quickly reports back that the woman... their social media used... a cropped square image from their website.



...y Caucasian, falls within an...
€30,000 to €50,000. Her face shows...
confident expression, cloaked in a...
white shirt, a black hat and...
is likely agnostic, aligns with...
politically and her interests...
phy, fashion, and travel, yet she

...e potential consequences...
of a vehicle makes incorrect...
s about their health or life...
on temperature?

...e be regulations...
biometric data from being...
argeted marketing,...
related to reproductive

...ners have the right to...
biometric data collection for...
n in the vehicle? How...
e implemented?

...companies build better...
omen regarding biometric...
data collection and usage? What...
measures or assurances could make...
these systems feel safer for women?



Thank you for attending!

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