

Executive Lectureship in **BUSINESS ETHICS**

LEADING WITH AI: WHY AUTHENTIC INCLUSION IS THE KEY TO NAVIGATING THE AI-DRIVEN WORLD

A conversation with Frances West

Tuesday, November 12, 2024

2:00 p.m. to 3:00 p.m.

Location: AAC 143

[Register for Webinar](#)

In-person attendees do not need to register



Frances West

*Founder | Speaker | Advisor
FrancesWest & Co*

Frances West will explore why AI needs Authentic Inclusion and how future leaders can successfully navigate the complexities of an AI-driven workplace, marketplace, and society. Drawing on her extensive experience as a global technology executive and a trailblazer in digital inclusion, Frances will illuminate the necessity of integrating authentic inclusion into AI development and deployment. This session will focus on the leadership traits essential for guiding organizations through AI's transformative impact, emphasizing the importance of diverse perspectives in crafting ethical AI solutions. Attendees will leave with actionable strategies for fostering inclusive innovation that drives both business success and societal equity in an increasingly AI-influenced world, understanding the moral responsibility and the need for diverse perspectives in shaping the future of AI.

Frances West is a globally recognized thought leader, influential keynote speaker, and trusted advisor with over thirty-five years of experience in the technology industry. Renowned for her innovative approach to leadership and strategic growth, Frances has established herself as a trailblazer in driving organizational transformation. Her expertise spans from hands-on enterprise management to guiding impactful, transformational change across diverse industries.

After her successful tenure at IBM, where she became the company's first Chief Accessibility Officer, Frances founded her advisory firm, FrancesWest&Co. Through this venture, she continues to influence the global business landscape by advising startups, Fortune 500 companies, and international organizations on digital inclusion, technology, and AI. Frances's leadership journey from a first-generation Asian immigrant to a pioneering executive exemplifies her commitment to achieving extraordinary results through strategic vision and executive acumen.

Presented by the Hoffman Center for Business Ethics, the Gloria Cordes Larson Center for Women and Business, and the Office of Diversity and Inclusion at Bentley University



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