Peter Coffee: What's Worth Knowing?

Repricing of Skills and Talents in this Epoch of AI

A VIRTUAL MEETING

DATE: Thursday, September 28, 2023

TIME: 5:30 PM to 6:15 PM Networking 6:15 PM to 7:30 PM Presentation and Q&A

SPEAKER: Peter Coffee, VP for Strategic Research at Salesforce.com

PLACE: Virtual meeting via ZOOM

COST: FREE for all with Advance Registration

Technology Impact on the Worth of Human Talent

Technology impact on the worth of human talent and training has been envisioned for decades, but the conversation has taken on new intensity and immediacy in the months since generative AI became a part of daily life.

With his own four decades of experience in AI applications, and his global perspective as a writer, educator, and VP for Strategic Research at Salesforce, Peter Coffee will bring us his annual update on the trajectories of change in what we'll do and how we'll do it.

Insights on Generative AI

Companies which are deploying AI in ways that augment rather than seeking to replace human beings, will have an edge in attracting and retaining talent as well as a competitive advantage in their markets.

Peter recently wrote an interesting article, called "AI Truth – User Assembly Required" (https://diginomica.com/ai-truth-user-assembly-required) in which he points out that GPT models built on public data will encounter obstacles – plagiarism, hallucination, GDPR compliance -- whereas company-specific models assembling enterprise data into a

conversational knowledge base may be a far more valuable role. Indeed, Salesforce is already providing an AI product called Einstein GPT. Blackstone uses it in its private wealth management business to contact clients with personalized investment suggestions. Einstein GPT's features have been compared to Google's ability to tailor ads to customers' preferences.

Join this tech visionary for a glimpse into the future – to better understand the trajectories of change and the profound impacts of technology in shaping how the world moves forward.

ABOUT OUR SPEAKER

Peter Coffee, VP for Strategic Research at Salesforce, has been with the company for thirteen years. He works with the company's customers, partners and account teams in areas including connected customer engagement, new data models and methods, trust technologies and practices, and business applications of AI-derived techniques. He currently spends most of his time with customers assisting their acceleration of digital transformation timelines in response to the global pandemic.

Peter spent his eighteen years pre-Salesforce writing for publications including eWEEK, Computer Language and AI Expert, while also publishing two books and contributing to many others in areas including Java programming, information governance, and nanotechnology developments. Before that, he worked for ten years as an AI applications analyst and desktop computing manager at The Aerospace Corporation, and in project management roles for various divisions of (what was then) Exxon Corporation in locations from the Gulf of Mexico to the Arctic. He has lectured on innovation practices and AI techniques at Stanford, CalTech, Harvard Business School, and the Sloan School of Management at MIT, along with other institutions in Singapore, India and Spain. His current writing often appears at diginomica.com/author/peter-coffee.

In the real world, Peter has been a Boy Scout high-adventure expedition leader, choral and instrumental composer/conductor/performer, and manager of a Los Angeles-area food bank; he is President and co-founder of the Foundation for Intelligent Life on Earth, a Seattle-based nonprofit focusing its immediate attention on food insecurity in that region along with its principal ongoing support for climate-change research and mitigation.

COMING EVENTS

OCTOBER 24 -- CTO Panel: Implications of Emerging Technologies and Practices

JOINT EVENT WITH PMI AND IMC.

Annual panel of CTOs lead by Tony Karrer share insights on technologies having transformative and disruptive impacts. Panelists include:

Mukund Kaushik, CTPO at Inspire Clean Energy

Goutham Balaraman, Chief Information Officer at Cartiga

Itsik Figenblat, CTO of Rain - Transforming Industries Through Innovation

Tony Karrer, Founder & CEO of TechEmpower, Founder & CTO of Aggregage

REGISTRATION LINK (on PMI website): https://www.pmi-la.org/calendar?eventId=35003

Click on Register, then Continue as a Non-member. Register using Promo code "AITPMEMBER".

NOVEMBER 16 -- Securing the Digital Frontier: Panel of Cyber Security Experts

Annual panel of CISOs lead by Dr. Stan Stahl will discuss the current security landscape, risks, threats, and solutions.

DECEMBER -- Festive Feast and Ideas: Join Us for a Memorable Holiday Party!

Community Events

SEPTEMBER 13 -- AppSec So Cal Cybersecurity Conference focusing on application security. At Annenberg Community Beach House in Santa Monica. Here is a link: https://planetcybersec.com/091323-conference/

Use the Promo code AitP/LA40 for discounted admission.

OCTOBER 5th -- ISSA LA Chapter Annual Security Summit. At Annenberg Community Beach House in Santa Monica. Here is a link: https://summit.issala.org/

Use the Promo code AITP-LA for discounted admission.

NOVEMBER 30 -- 8th Annual LA Cyber Security Summit to be held at the Beverly Hilton

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