

26th Annual International Business Forum

# Artificial Intelligence In Our Globalized Society

WEDNESDAY, OCTOBER 18, 2023 | 3:30-5:30 P.M. | RECEPTION TO FOLLOW (5:30-7:30 P.M.)

AT THE VCU INSTITUTE FOR CONTEMPORARY ART 601 W BROAD STREET, RICHMOND, VA

**At this forum, we seek to tell the important story of how Artificial Intelligence (AI) is changing our world, and will continue to do so for decades to come.** Extreme scenarios range from AI evolving into a benevolent, godlike entity that can heal the sick, extend human life and repair our relationship with the Earth, to doomsday scenarios where AI surpasses human capabilities and drive us to extinction. At VCU's 26th International Business Forum, a panel of distinguished thinkers will provide insights into AI. They will address what AI is (and isn't); particularly in the business landscape; and its implications for the future employment and work dynamics. The forum will offer significant "food for thought" and a chance to meet the panelists at a reception to follow. *Complimentary food and drink.*



**PETER AIKEN, PHD**

**Associate Professor,  
Information Systems, VCU**

Peter Aiken is a recognized authority in the field of Data Management (DM), currently serving as the President of the Data Management Association International (DAMA-I) and as the Associate Director at the MIT International Society of Chief Data Officers.



**WILL MELTON**

**Founder and CEO, Xponent21**

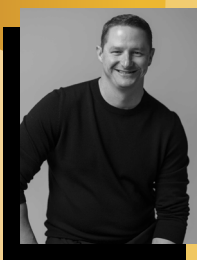
Will Melton has been an entrepreneur since the age of twenty. He has founded and led businesses in technology, marketing, and consumer packaged goods. Notably, he founded as Xponent21, a thriving Richmond marketing and branding agency serving global clients and local nonprofits. Will has been an early adopter of AI to drive innovation.



**JEFF MACDONALD**

**Social Strategy Director, Mekanism**

Mekanism is a leading-edge company that uses innovative technology (AI) to aid clients like Adobe, AT&T, Cricket Wireless, Q-tips and Lenovo. Jeff's work is known for bringing "shared moments of wonder."



**NICK SERFASS**

**Chief Executive Officer, Richmond  
Technology Council (rvatech)**

Nick has shepherded the growth of a joint policy agenda among all Virginia tech councils since 2019. Most recently, he has been instrumental in positioning Richmond as a Tech (AI) Hub through a U.S. Federal Grant application.



**VAN WOOD (PANEL MODERATOR)**

**PH D Professor of International  
Marketing; Philip Morris Endowed Chair  
in International Business; Director, VCU  
School of Business Center for International  
Business Advancement (CIBA)**

Professor Wood's research focuses on globalization and the selection and development of international markets. Over the past 40 years, he has consulted and presented his work around the world.