

HUMAN[X]



MARCH 9, 2025 | 2 – 6 PM | FONTAINEBLEAU LAS VEGAS

AI EXECUTIVE LEADERSHIP WORKSHOP

POWERED BY  section

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AI EXECUTIVE LEADERSHIP WORKSHOP

Gain a competitive edge before HumanX with our AI Executive Leadership Workshop powered by Section. This immersive, hands-on workshop, led by industry experts, will equip you with the tools and insights to harness AI for your strategic advantage.

PRICE: \$950
(valued at \$2,500)

Secure your spot by adding the certificate at checkout when registering for your HumanX pass.

WHO SHOULD ATTEND?

EXECUTIVES

CEOs, CFOs, COOs,
and other senior leaders.

BUSINESS LEADERS

Directors, managers,
and department heads.

AI ENTHUSIASTS

Professionals interested in exploring the potential of AI to transform their industries.

INSTRUCTORS

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GREG SHOVE
CEO, Section

Greg is the CEO of Section. He has been the founder/CEO of six companies, including three with successful exits. He's held leadership positions at Apple and AOL, and led companies through recessions and new technology waves including web, Cloud, mobile, and now AI.



EDMUNDO ORTEGA
Partner, Machine & Partners

Edmundo is a partner at Machine & Partners, a technical consultancy helping organizations prototype AI experiences that create real business value. Previously, he was the Head of Product at Section, and a founder of consultancy Sequitur, where he advised companies including Sony, X, and OpenTable.



ASHLEY GROSS
CEO, The Prompt Community

Ashley is an expert in AI-driven entrepreneurship, renowned for her innovative approach to teaching individuals how to build businesses using AI. At commercetools, she implemented AI strategies that significantly enhanced efficiency for a large team of marketers. Now, as the CEO of The Prompt Community, Ashley is committed to making AI knowledge accessible to everyone and advocating for responsible AI practices.

AGENDA

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2:00 – 2:30 PM

WELCOME FROM SECTION

with Greg Shove

We'll kickoff with a lightning primer on the AI state of play as of March 2025, and unpack the five most relevant implications for executives and leaders.

2:30 – 3:15 PM

AI FOR EXECUTIVES

with Greg Shove

As an executive, AI's most valuable personal application is as a strategic thought partner. In this session, you'll get a crash course for how to hone, improve, and pressure test your strategic ideas and decisions. We'll share prompting strategies to use AI as a thought partner and practice the top 5 AI use cases for executives.

3:15 – 3:30 PM

COFFEE BREAK

3:30 – 4:15 PM

BUILDING WITH ENTERPRISE

AI: A PRACTICAL GUIDE

with Edmundo Ortega

Building with AI can be tricky—the technology is new and rapidly changing, and a reliable playbook hasn't been written yet. Whether you're a technical or business leader, you need to understand how building with AI is different from traditional software development, and identify how to level up your team to succeed. In this session, you'll get a roadmap for how to choose the right AI projects to build, changes you'll need to make to your team or organization, and what to expect when developing AI products.

AGENDA

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4:15 – 5:00 PM

AI AGENTS FOR BUSINESS EFFICIENCY: A LEADERSHIP GUIDE with Ashley Gross

AI agents are the next frontier – they can be leveraged to enhance business operations and efficiency across the organization. In this session, you'll learn about the capabilities of AI agents in automating routine tasks, streamlining workflows, and providing real-time insights. The session will also cover strategies for integrating AI agents into existing systems, ensuring they align with business objectives while maintaining human oversight.

5:00 – 5:45 PM

THE ENTERPRISE AI DEPLOYMENT PLAYBOOK with Greg Shove and Ashley Gross

Choosing and deploying an LLM or other AI platform for your organization is just the first step. After that, you need to drive adoption. In this session, you'll learn the playbook used by leading AI-powered organizations to successfully deploy LLMs or other AI tools across large teams or organizations, including how to drive consistent but safe adoption, what assets and resources you'll need, and how to measure success.

5:45 – 6:00 PM

CLOSING THOUGHTS

We'll close with practical advice for how to get the most out of the upcoming HumanX conference – with a lens on finding AI ROI for the enterprise.

REGISTER NOW

Secure your spot by adding the certificate at checkout when registering for your HumanX pass.

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ABOUT HUMANX

HumanX is the most important AI gathering of 2025, designed to connect the most influential executives, innovators, and decision-makers in the AI industry. Launched by seasoned entrepreneurs and veterans of Fortune 5 enterprises like Google and Microsoft, HumanX is rewriting the conference experience by focusing on actionable insights and real-world applications of AI solutions. Our premier industry event features a comprehensive agenda with ten diverse industry tracks, over 300 expert speakers, and numerous opportunities for meaningful connections.

ABOUT SECTION

Section is the leading online AI school for ambitious professionals. We help teams get business value out of AI quickly – by teaching the basics, going deep on functional AI applications, and helping leaders set AI strategy and measure ROI. Section teaches in a fast, applicable, AI-powered format, with courses updated every 30 days to keep pace with the AI revolution.