

A photograph of an audience of diverse professionals seated in rows, looking towards the left side of the frame. The image is dimly lit with a blue tint, serving as a background for the top half of the page.

HUMAN[X]

 section

CASE STUDY: SECTION AT HUMANX

**Equipping Executive Leaders
for the AI Era at HumanX 2025**

OVERVIEW

At HumanX 2025 — the inaugural gathering of global AI leaders — HumanX partnered with Section, the AI transformation company founded by Scott Galloway, to deliver a hands-on, high-impact **AI Executive Leadership Workshop**.

Hosted on March 9, 2025, at the Fontainebleau Las Vegas, the session was designed to equip senior executives with the skills and strategic clarity needed to lead AI transformation in their organizations.

The outcome was a high-conviction, high-value experience:

- **80 executive participants**, representing over **50 companies** — including Inflection AI, SoftBank, L'Oreal, Feedzai, and Elastic
- **70% of attendees were VP-level or above**, underscoring the caliber of the audience Section attracted
- Participants left with a **practical AI deployment playbook** — a tangible tool to translate insight into action
- A **57 NPS** validated the workshop's **immediate relevance and impact**

Section's activation at HumanX is a clear proof point: when the right platform meets the right programming, you equip decision-makers to take action. This workshop transformed AI curiosity into AI capability in just a few hours, setting the tone for deeper engagement throughout the HumanX experience. Participants left the workshop not only with a stronger grasp of key AI concepts, but also with the clarity and conviction to advance their organizations' AI strategies with renewed confidence.

PARTNERSHIP GOALS

HUMANX OBJECTIVES

- 1 Provide high-impact, skill-building experiences tailored for senior decision-makers
 - 2 Curate actionable pre-conference programming aligned with HumanX's core themes
 - 3 Equip executives with a clear, confidence-building playbook to advance their organizations' AI strategies
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SECTION OBJECTIVES

- 1 Generate enterprise-ready AI insights through immersive, cohort-based workshops for senior decision-makers
- 2 Curate targeted, pre-conference session that mirrors HumanX's innovation and leadership pillars
- 3 Empower C-suite attendees with a practical, confidence-boosting toolkit to accelerate their organizations' AI roadmaps

"The training was informative and at the right level for the audience participating."

Rebecca Bourque

"Loved seeing this--how enterprises are thinking about true business model transformation."

Michelle Killebrew, Pegasus Strategy

"Great facilitation and creative concepts."

Jakayla Storey, Insight Global

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PROGRAM ACTIVATION: AI EXECUTIVE LEADERSHIP WORKSHOP

The AI Executive Leadership Workshop was a premium, pre-conference session offered to HumanX registrants. Tailored for senior leaders across industries, the workshop focused on practical frameworks and use cases to help executives lead their organizations through the AI transition.



WORKSHOP TOPICS INCLUDED:

- **Using AI as a strategic thought partner**
- **Building with enterprise AI tools like Microsoft Copilot**
- **Leveraging AI agents for operational efficiency**
- **Deploying AI across teams and functions**

Facilitated by Section instructors, the session emphasized real-time application and decision-making, offering leaders not just knowledge — but momentum.

“The HumanX participants in Section’s workshop were standout AI leaders, ready to drive transformation within their organizations. They brought sharp questions, shared their real-world examples of AI in action, and created a dynamic learning environment—gaining insights not only from our experts, but also from one another.”

Ana Silva, Chief of Staff at Section



RESULTS & IMPACT

The Section x HumanX partnership delivered strong proof points across monetization, brand visibility, and strategic positioning - laying the foundation for deeper collaboration.

Monetary Outcome

The AI Executive Leadership Workshop generated 5-figure revenue, validating strong demand for premium, skills-based programming targeting senior executives.

Brand Amplification at Scale

Section's activation extended far beyond the workshop room. Through custom-branded creative, inclusion in Scott Galloway's widely followed podcast, and integrated HumanX co-branding, the program significantly expanded reach and elevated brand equity for both partners.

Integrated Thought Leadership

A pre-event webinar featuring Section and selected HumanX speakers helped build early momentum and positioned both organizations as credible voices in the AI transformation dialogue.

"We designed this workshop to meet leaders where they are and help them make tangible strides on their AI strategy. HumanX gave us the perfect platform to bring that experience to life."

Greg Shove, CEO of Section

"This workshop reflects our commitment to delivering actionable insights and meaningful engagement for our participants. Leaders walked away with the confidence to make AI a core part of their strategic playbook."

Stefan Weitz, CEO of HumanX



RESULTS & IMPACT

Momentum for Strategic Expansion

Building on the success of the 2025 activation, Section and HumanX are now exploring a deeper partnership designed to scale both impact and influence.

THIS NEXT PHASE AIMS TO:

- **Position HumanX as a leading voice in AI transformation** through high-profile, content-rich activations
- **Deliver tangible ROI to the HumanX community** via practical, executive-level AI insights
- **Fuel Section's enterprise pipeline** through strategic co-branded programming and shared audience development
- **Bring the community together** through Section and HumanX in-person events leading up to the main HumanX conference in April 2026
- **Introduce Section's ProfAI** as a solution to help people use AI effectively and find great use cases



HUMAN[X]

Founded by industry veterans Stefan Weitz and Jon Weiner, HumanX is reinventing the AI conference experience. With a focus on practical applications, curated executive programming, and strategic networking, HumanX brings together the people shaping the future of artificial intelligence across sectors.



Launched in 2019 by Scott Galloway, Section is an AI transformation company helping organizations and individuals get real value from generative AI. Section helps organizations go from AI-anxious to AI-powered with employee benchmarking, strategic planning, upskilling, and workflow redesign. Section has upskilled over 44,000 professionals in 95 countries and partners with 200+ enterprises to build the "AI class."

**Together, HumanX and Section are
shaping not just conversations — but
conversions — in the AI era.**

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