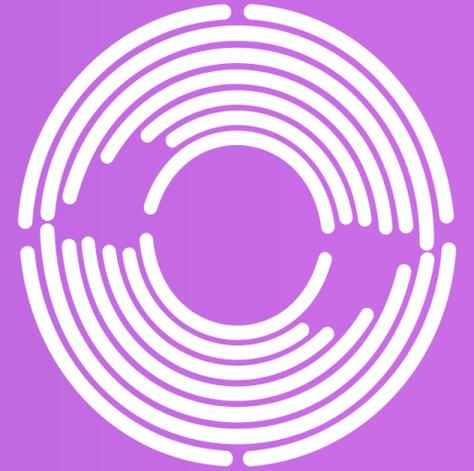


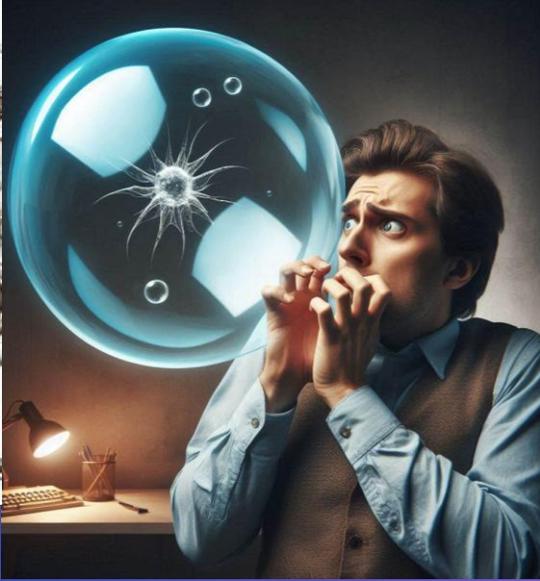
Result-driven
AI strategy in a
dynamic business
landscape



Emma Verhagen



Unsure where to begin



Afraid of an AI Bubble



Worry about stand-alone unintegrated AI Solutions



Inefficient "armies" of Tech Teams



High Risk due to loss of Control

CHALLENGES OF COMPANIES

*Images Generated with AI

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Emma R Verhagen 

AI | Data & Analytics | Strategy | Delivery

Global IT Director @ **Unilever** | Founder @ **Ideal Shift.AI**

Top 5 Best Young Professionals 2017



Global IT Portfolio Director

- Part of the CIO Management team
- Responsible for the **E2E Tech Portfolio of Unilever: €200+ Million, 200+ projects**
- Created **AI Strategy for Unilever** in collaboration with **MIT (Gen AI, Machine Learning, Robotic Process Automation, Roadmap)**
- Previously developed **AI tools** for **Automatic Analytics, Financial Root Cause Analysis, Automated Forecasting, Promotion Optimisation...**



IDEAL shiftAI

Founder of Ideal Shift AI

- AI Consulting Company specialized in:
 - AI Strategy based on the MIT Framework
 - AI Solution Implementation with trusted technologies
 - AI Maintenance
 - AI Workshops
- Focused on Value: **Efficiency** and **Growth**
- **Tailored** to your **company's Goals** and address **key Challenges**





SIT DOWN IF YOUR ORGANISATION

SIT DOWN IF YOUR CURRENT/PREVIOUS ORGANISATION:

- Has Tech teams that are so big that you're wondering what everyone is doing the whole day. It feels like money is being thrown out the window.
- Lacks a clear AI strategy or roadmap, turning budget allocation into a game of “who can shout the loudest” with no clear benefits in sight.
- Sees AI as a buzzword rather than a transformative tool, leading to superficial adoption.
- Has a culture of fear around AI replacing jobs, causing unrest among employees.
- Is worried that the AI investments made may not get a good ROI.
- Finds it challenging to integrate AI with existing systems.

Before Your AI Journey



Strategic Alignment

begin by deeply understanding your company's strategy and challenges to ensure the AI solutions are fully aligned with your business objectives.



Value Driven Solutions

focus on delivering AI implementations that maximize value by driving efficiency and providing a strong ROI, ensuring that every solution contributes to your long-term success.



Speed & Efficiency

implement Agile processes to ensure rapid, well-coordinated deployment, so you receive impactful AI solutions faster, without compromising on quality.

The Ideal Shift to AI

Starting with a company's strategy ensures AI aligns with business goals and delivers the highest impact, minimizing the risk of poor ROI and maximizing value for money

Step 1:

AI Strategy

8-12 weeks

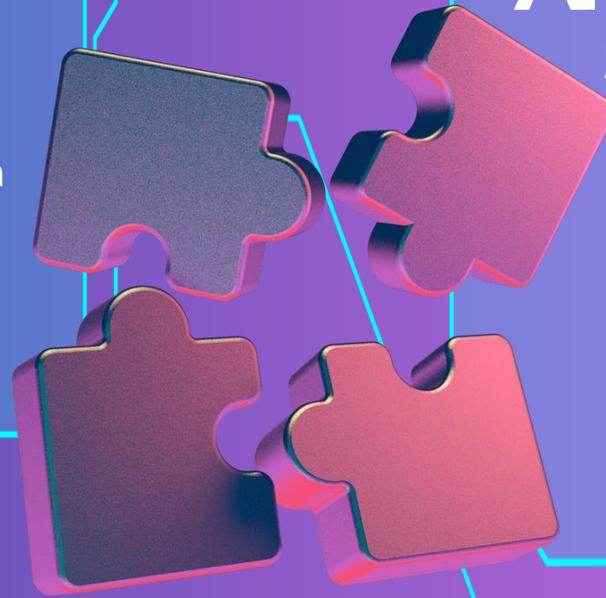
- ✓ AI Strategy in collaboration with MIT
- ✓ Buy-in Created

Step 2:

AI Implementation

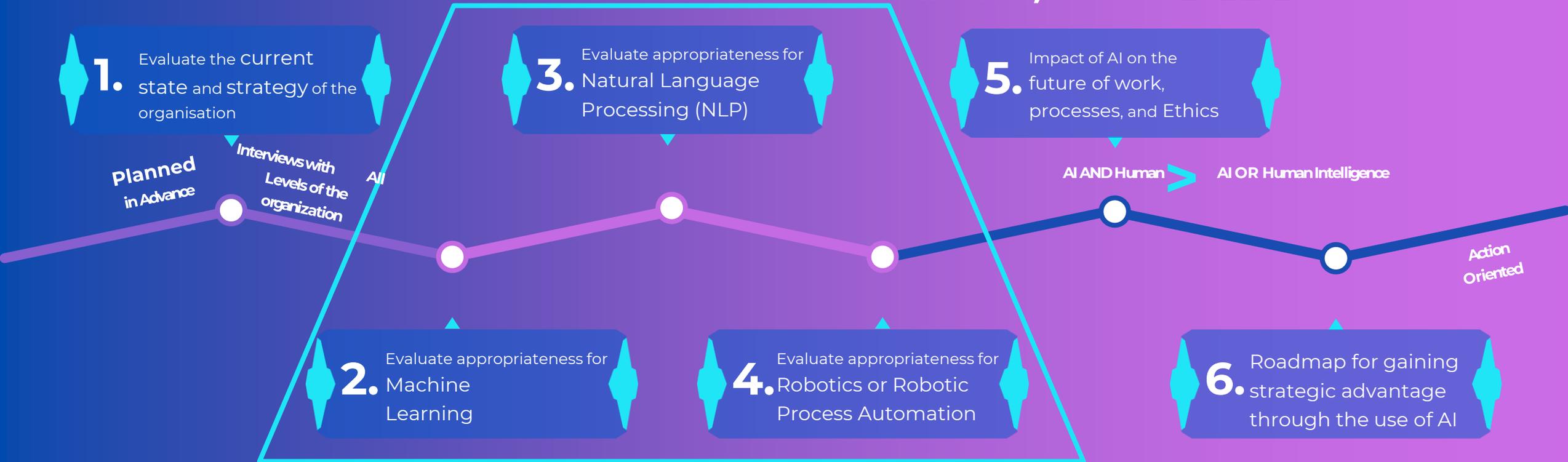
3-6 months

- ✓ Modular & Iterative Technology
- ✓ Start small and expand
- ✓ Work with current cloud platforms for later integration (Microsoft Azure, AWS, etc.)



AI Strategy Framework

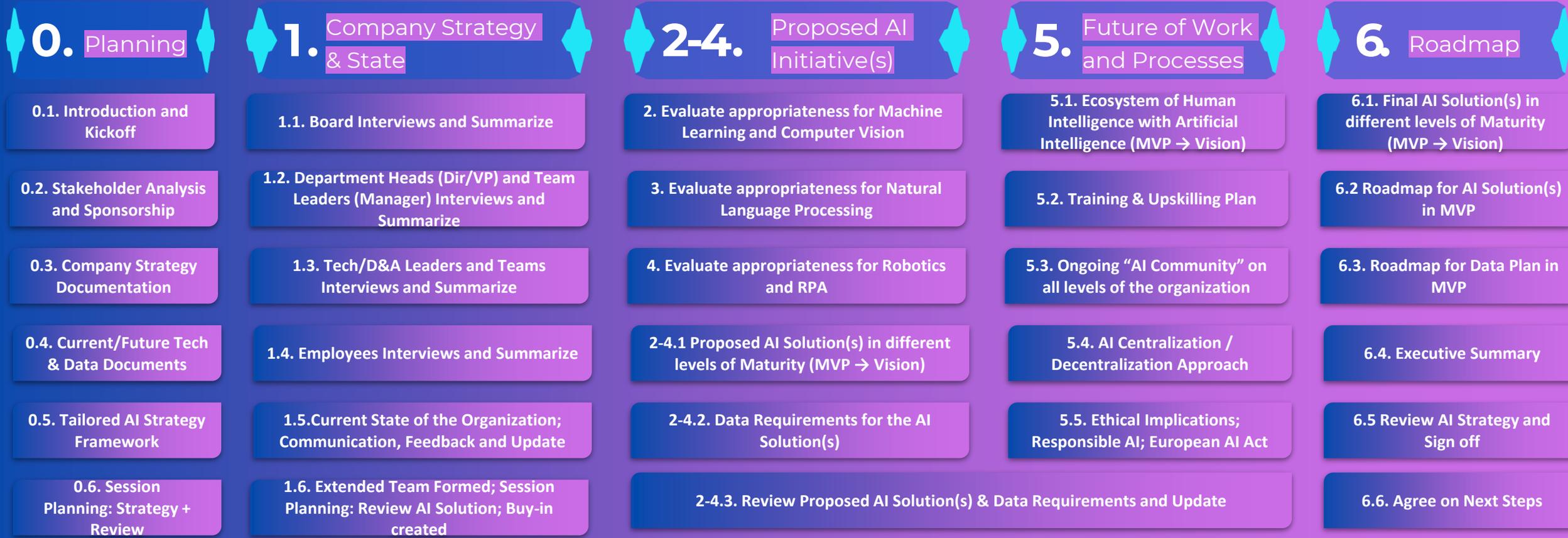
enhanced, based on **MIT**



- A.** Create Data and Tech Readiness Assessment
- B.** Create AI Business Case

AI Strategy Framework: Deliverables

This will need to be further tailored to your company needs





Don't lose the Momentum

Communicate the Urgency

Measure the Benefits

AI Applications in the **FMCG** Industry

Demand
Forecasting and
No Touch
Planning



Promotion
Optimisation



Personalized
Advice and
Marketing



Predictive
Maintenance &
Auto-ordering



Autonomous
innovation from
idea to consumer



AI Applications in the **HealthCare** Industry

Patient Intake with Gen AI
Mental Health, GP, Hospitals



Automatic assessment of Patient – Clinic match



Pre-filled Doctor's letter based on intake and recording



Diagnostics and Preventative Medicine



At home elderly care and monitoring



AI Applications in Finance

Personalized
Credit and Loan
Analytics



Robo Advisors for
Investment
Portfolios



Customer
Retention Models



Dynamic Pricing
for Services



Real-time
Employee
Support Systems



AI Applications in **Energy**

Demand/Supply
Prediction &
Waste Reduction



Energy
Trading
Platforms



24/7 & Quick
Customer
Satisfaction



Predictive
Maintenance &
No Downtime



Carbon Emission
Tracking



Some AI Applications in Engineering & Infrastructure

AI-Driven
Design
Optimization



Predictive
Maintenance for
Hydraulic Systems



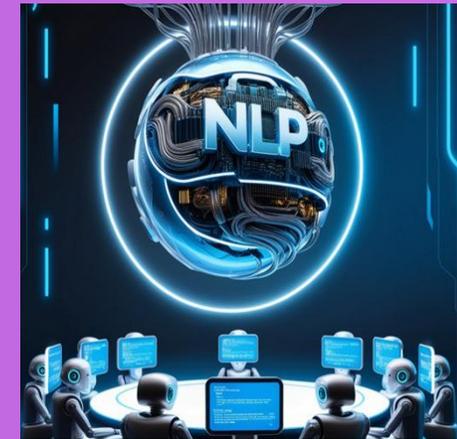
Energy
Efficiency
Modeling



Fire System
Risk
Analysis



NLP for Document
Management



**What will be your
Next Steps
in your
Ideal Shift to AI**



LinkedIn

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EXERCISE



Write down the challenge that you most relate to in your business:

Identify 1-3 AI Solutions that may revolutionize your business:

Action Plan: write down one or more actionable steps that you would like to take will take to explore AI more in your business:



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Unilever  Ideal Shift.AI



Rotterdam School of
Management, Erasmus
University



Massachusetts Institute of
Technology



Unilever



IDEAL shiftAI



If you have any
questions feel free to
reach out. Happy to
brainstorm together!

THANK YOU



Let's Connect
Emma Verhagen

 +31 (0) 6 55 494562

 Emma_Verhagen@yahoo.com

LinkedIn

