Women Initiative Foundation & Berkeley Fisher Center for Business Analytics Master Class Series

Navigating the AI Frontier:
Opportunities, Challenges, and Ethical Considerations

WOMEN INITIATIVE FOUNDATION

The Fisher Center
For Business Analytics
Berkeley Haas School of Business

IBI INSTITUTE FOR BUSINESS INNOVATION

BerkeleyHaas

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ALLIANCE FOR INCLUSIVE AI

WIF & Berkeley FCBA
Master Class Program

January 21st — February 11th, 2025
Sessions: 8:00 a.m. to 9:00 a.m. PT | 17h00 to 18h00 CET
Workshop: 8:00 a.m. to 10:00 a.m. PT | 17h00 to 19h00 CET

#1
Jan 21 — Under the Hood of Generative AI
Explore the foundational technology behind generative AI, understanding how these systems create new content and their potential applications across various fields.

#2
Jan 23 — Deep Fakes & AI: The Opportunities & Perils of Generative AI
Delve into the dual-edged nature of generative AI, where the creation of deep fakes offers both groundbreaking opportunities and significant risks, exploring its potential applications and the ethical challenges it presents.

#3
Jan 28 — Impacts of AI on Cybersecurity: A New Era of Defense
Discover how AI is revolutionizing cybersecurity, introducing innovative defense strategies, and addressing emerging threats in the digital landscape.

#4
Jan 30 — Ethics in AI
Consider the ethical implications of AI development and deployment, discussing creators' responsibilities and the impact on society.

#5
Feb 4 — Trusting AI When AI is Behind Nuclear Doctrine
Delve into the critical issue of trust in AI, especially when it underpins high-stakes systems like nuclear doctrine and the measures needed to ensure reliability.

#6
Feb 6 — The Future of Transportation in the New Aero+Space Field
Look ahead to AI's transformative impact on transportation, particularly within the aero and space industries, and the innovations shaping the future.

#7
Feb 11 — Natural Language Coding Workshop: The Power of Coding for Everyone
Discover how natural language coding is democratizing programming by enabling anyone to write code using everyday language, making software development more accessible and intuitive for all.

Welcome to the 2025 Women Initiative Foundation & Berkeley Fisher Center for Business Analytics Master Class Series!

This year, we will be **Navigating the AI Frontier: Opportunities, Challenges, and Ethical Considerations**. This series is designed to guide you through artificial intelligence's complex and fascinating world.

We will explore the foundational technologies behind generative AI, delve into creating and detecting deep fakes, and examine AI's impact on cybersecurity. You will discover how empathy is being integrated into chatbots, consider the ethical implications of AI advancements, discuss the critical issue of trust in AI, especially in high-stakes areas like nuclear doctrine, and look ahead to AI's transformative impact on transportation in the aero and space industries.

Join us as we navigate the opportunities, challenges, and ethical considerations that define the AI frontier.

A Certificate of Completion will be delivered for attendance of the 7 Master Classes

Martine Liautaud
Founder, Program Creator and Chair,
Women Initiative Foundation

Martine Liautaud is an international financial executive and entrepreneur. She was appointed a Chevalier de la Legion d'Honneur in 2011. She graduated from the Stanford Executive Program in 1989 and is also a law graduate from the University of Paris (Pantheon-Sorbonne). She was a banker with Banque Indosuez and later established an investment bank, Liautaud & Cie, in 2000.

7 World-Class Speakers

Michael Wu
Chief AI Strategist,
PROS

Michael Wu is the Chief AI Strategist at PROS, where he spearheads the development and implementation of AI strategies to drive business growth and innovation. With a Ph.D. in Neuroscience, Dr. Wu combines his deep understanding of human behavior with advanced AI technologies to create cutting-edge solutions. He is a renowned thought leader in the AI community, frequently speaking at global conferences and contributing to industry publications. Dr. Wu's expertise lies in leveraging AI to optimize business processes, enhance customer experiences, and uncover valuable insights from data. His visionary approach continues to shape the future of AI in the business world.

#1: Under the Hood of Generative AI

Hany Farid
Professor (I School and EECS),
University of California, Berkeley

Hany Farid is a Professor at the University of California, Berkeley, with appointments in the School of Information and the Department of Electrical Engineering and Computer Sciences (EECS). A pioneering expert in digital forensics, Professor Farid's research focuses on detecting manipulated media, including deep fakes, and the ethical implications of AI technology. He has significantly contributed to developing tools and techniques for analyzing the authenticity of digital content. As a respected academic and thought leader, Professor Farid frequently shares his insights through teaching, public speaking, and writing, helping to shape policy and inform public discourse on digital integrity and AI ethics.

#2: Deep Fakes & AI: The Opportunities & Perils of Generative AI

Nicholas Garcia

Special Agent,
Federal Bureau of Investigation (FBI)

Nicholas Garcia is a Special Agent with the Federal Bureau of Investigation (FBI), specializing in cybercrime and digital forensics. With extensive experience investigating and combating cyber threats, Agent Garcia plays a critical role in protecting national security and public safety. His expertise includes tracking and neutralizing cybercriminal activities, analyzing digital evidence, and developing strategies to prevent cyberattacks. Agent Garcia is also actively educating the public and private sectors on cybersecurity best practices. His dedication and skill in the field make him a vital asset in the ongoing fight against cybercrime and digital threats.

#3: Impacts of AI on Cybersecurity: A New Era of Defense

Brandie Nonnecke

Director, CITRIS Policy Lab;
Associate Research Professor, Goldman School of Public Policy, UC Berkeley;
Host of TecHype

Brandie Nonnecke is the Director of the CITRIS Policy Lab and an Associate Research Professor at the Goldman School of Public Policy at UC Berkeley. She is an influential figure in the field of technology policy, focusing on the ethical and societal impacts of emerging technologies. As the host of TecHype, she engages with experts to demystify complex tech issues and inform public discourse. Dr. Nonnecke's research explores the intersection of technology, governance, and human rights, providing critical insights into how policy can shape the development and deployment of AI and other advanced technologies. Her work aims to ensure that technological advancements are aligned with public interest and ethical standards.

#4: Ethics in AI

Leah Walker

Lab Director,
Berkeley Risk and Security Lab

Leah Walker is the Lab Director at the Berkeley Risk and Security Lab, where she leads cutting-edge research on risk management and security strategies in the context of emerging technologies. With a cybersecurity and risk analysis background, Leah specializes in developing frameworks and tools to mitigate technological risks and enhance security protocols. Her work addresses the challenges of digital transformation and ensures robust security measures across various sectors. Leah's expertise and leadership play a crucial role in advancing the lab's mission to safeguard systems and data against evolving threats.

#5: Trusting AI When AI is Behind Nuclear Doctrine

Alexandre Bayen

Associate Provost for the Berkeley Space Center;
Professor University of California, Berkeley;
Director, CITRIS

Alexandre Bayen is the Associate Provost for the Berkeley Space Center, a Professor at the University of California, Berkeley, and the Director of CITRIS (Center for Information Technology Research in the Interest of Society). As a leading expert in the fields of control theory and transportation systems, Dr. Bayen's research focuses on the intersection of technology, data analytics, and infrastructure. His work has significantly advanced the understanding and development of intelligent transportation systems and smart city initiatives. At the Berkeley Space Center, he spearheads efforts to foster innovation and collaboration in aerospace technology. Dr. Bayen's leadership and pioneering research contribute to the advancement of sustainable and efficient technological solutions for society.

#6: The Future of Transportation in the New Aero+Space Field

Gauthier Vasseur

Executive Director,
Berkeley Fisher Center for Business Analytics

Gauthier Vasseur is the Executive Director of the Berkeley Fisher Center for Business Analytics. With a rich background in data strategy and business analytics, he leads initiatives to harness the power of data for informed decision-making and business innovation. Gauthier has extensive experience in both the academic and corporate worlds, specializing in implementing data-driven strategies and solutions. His leadership at the Fisher Center focuses on bridging the gap between cutting-edge analytics research and practical business applications, helping organizations navigate the complexities of the digital age. Gauthier's work is pivotal in advancing the field of business analytics and fostering a culture of data-driven excellence.

#7 Natural Language Coding: The Power of Coding for Everyone

*Please note: Speakers for each topic and/or order of sessions might change depending on their availability.

This seven-master class program puts Berkeley's academic excellence at the service of executives so that they can confidently face the latest world's challenges and technologies.

The **Women Initiative Foundation** is dedicated to empowering women leaders and their advancement in business and the broader economy in France, Europe, the US, Canada, and Singapore. WIF supports women in advancing their careers and achieving leadership by providing mentorship, training, and networking opportunities. Their programs focus on fostering gender diversity and inclusion in the corporate world, promoting equal opportunities, and driving positive social change. Through its initiatives, WIF aims to build a strong community of women leaders who can inspire and lead future generations.

The **Institute for Business Innovation (IBI)** at UC Berkeley is a leading research center dedicated to advancing the understanding and practice of business innovation. Through interdisciplinary collaboration, the IBI fosters groundbreaking research, provides educational programs, and engages with industry leaders to drive innovation across various sectors. By leveraging the expertise of Berkeley's renowned faculty and resources, the IBI aims to shape the future of business with cutting-edge insights and transformative solutions. Its initiatives focus on cultivating innovative mindsets and practices that can address contemporary challenges and create sustainable value.

The **Berkeley Fisher Center for Business Analytics** is a premier research institution dedicated to advancing the field of business analytics. It fosters collaboration between academia and industry to develop cutting-edge analytical tools and strategies. The center aims to transform business practices and drive informed decision-making by leveraging big data and innovative methodologies. Its initiatives and programs equip professionals with the skills and insights to excel in the data-driven economy.

The **Berkeley Alliance for Inclusive AI** champions the participation of women and underrepresented minorities in analytics and AI. It builds ecosystems and communities to raise awareness, provide education, and support professional growth in business analytics, ensuring equitable opportunities in technology advancement.