



Western Riverside Council of Governments Administration & Finance Committee

AGENDA

**Wednesday, October 11, 2023
12:00 PM**

**Western Riverside Council of Governments
3390 University Avenue, Suite 200
Riverside, CA 92501**

**Remote Location:
French Valley Airport Conference Room
37600 Sky Canyon Road
Murrieta, CA 92563**

Committee members are asked to attend this meeting in person unless remote accommodations have previously been requested and noted on the agenda. The below Zoom link is provided for the convenience of members of the public, presenters, and support staff.

**[Public Zoom Link](#)
Meeting ID: 830 5605 7403
Passcode: 605667
Dial in: (669) 900 9128 U.S.**

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in the Administration & Finance Committee meeting, please contact WRCOG at (951) 405-6702. Notification of at least 48 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting. In compliance with Government Code Section 54957.5, agenda materials distributed within 72 hours prior to the meeting which are public records relating to an open session agenda item will be available for inspection by members of the public prior to the meeting at 3390 University Avenue, Suite 200, Riverside, CA, 92501.

In addition to commenting at the Committee meeting, members of the public may also submit written comments before or during the meeting, prior to the close of public comment to jleonard@wrcog.us.

Any member of the public requiring a reasonable accommodation to participate in this meeting in light of this announcement shall contact Janis Leonard 72 hours prior to the meeting at (951) 405-6702 or jleonard@wrcog.us. Later requests will be accommodated to the extent feasible.

The Committee may take any action on any item listed on the agenda, regardless of the Requested Action.

1. CALL TO ORDER (Chris Barajas, Chair)

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. PUBLIC COMMENTS

At this time members of the public can address the Committee regarding any items within the subject matter jurisdiction of the Committee that are not separately listed on this agenda. Members of the public will have an opportunity to speak on agenda items at the time the item is called for discussion. No action may be taken on items not listed on the agenda unless authorized by law. Whenever possible, lengthy testimony should be presented to the Committee in writing and only pertinent points presented orally.

5. CONSENT CALENDAR

All items listed under the Consent Calendar are considered to be routine and may be enacted by one motion. Prior to the motion to consider any action by the Committee, any public comments on any of the Consent Items will be heard. There will be no separate action unless members of the Committee request specific items be removed from the Consent Calendar.

A. Action Minutes from the September 13, 2023, Administration & Finance Committee Meeting

Requested Action(s): 1. Approve the Action Minutes from the September 13, 2023, Administration & Finance Committee meeting.

B. Finance Department Activities Update

Requested Action(s): 1. Receive and file.

6. REPORTS / DISCUSSION

Members of the public will have an opportunity to speak on agenda items at the time the item is called for discussion.

A. WRCOG 2023 General Assembly & Leadership Address and 2024 Activities Update

Requested Action(s):

1. Direct the Executive Director to proceed with a contract once a specific speaker is determined through the Harry Walker Agency Speakers Bureau services. Contract will include alternate recommendations, as needed.
2. Establish the parameters to be used in the final selection of the speaker, taking into account the interests of WRCOG member agencies.

7. REPORT FROM THE COMMITTEE CHAIR

Chris Barajas, City of Jurupa Valley

8. REPORT FROM THE EXECUTIVE DIRECTOR

Dr. Kurt Wilson

9. ITEMS FOR FUTURE AGENDAS

Members are invited to suggest additional items to be brought forward for discussion at future Committee meetings.

10. GENERAL ANNOUNCEMENTS

Members are invited to announce items / activities which may be of general interest to the Committee.

11. NEXT MEETING

The next Administration & Finance Committee meeting is scheduled for Wednesday, November 8, 2023, at 12:00 p.m., in WRCOG's office at 3390 University Avenue, Suite 200, Riverside.

12. ADJOURNMENT

Administration & Finance Committee

Action Minutes

1. CALL TO ORDER

The meeting of the WRCOG Administration & Finance Committee was called to order by Chair Chris Barajas at 12:01 p.m. on September 13, 2023, in WRCOG's office.

2. PLEDGE OF ALLEGIANCE

Dr. Kurt Wilson led the Committee members and guests in the Pledge of Allegiance.

3. ROLL CALL

- City of Corona - Jacque Casillas
- City of Eastvale - Christian Dinco
- City of Jurupa Valley - Chris Barajas
- City of Lake Elsinore - Brian Tisdale
- City of Perris - Rita Rogers
- City of San Jacinto - Crystal Ruiz
- City of Wildomar - Joseph Morabito
- County, District 2 - Karen Spiegel*
- County, District 3 - Chuck Washington
- Western Water - Brenda Dennstedt*

*Arrived after Roll Call

Absent:

- City of Norco - Kevin Bash

4. PUBLIC COMMENTS

There were no public comments.

5. CONSENT CALENDAR

RESULT:	APPROVED AS RECOMMENDED
MOVER:	Perris
SECONDER:	Lake Elsinore
AYES:	Eastvale, Jurupa Valley, Lake Elsinore, Perris, San Jacinto, Wildomar, District 2, District 3

A. Action Minutes from the August 9, 2023, Administration & Finance Committee Meeting

Action:

1. Approved the Action Minutes from the August 9, 2023, Administration & Finance Committee meeting.

B. Approval of Administration & Finance Committee Meeting Schedule for 2024

Action:

1. Approved the schedule of Administration & Finance Committee meetings for 2024.

6. REPORTS / DISCUSSION

A. Professional Services Agreement with Yunex, LLC, for Streetlight Operations & Maintenance

RESULT:	APPROVED AS RECOMMENDED
MOVER:	Corona
SECONDER:	Lake Elsinore
AYES:	Corona, Eastvale, Jurupa Valley, Lake Elsinore, Perris, San Jacinto, Wildomar, District 2, District 3, Western Water

Actions:

1. Recommended that the Executive Committee award a Professional Services Agreement to Yunex, LLC, for Streetlight Operations & Maintenance pursuant to Request for Proposals Number 23-02.
2. Recommended that the Executive Committee authorize the Executive Director to execute a Professional Services Agreement, subject to legal counsel's and participating member agencies' review and approval, with Yunex, LLC, for Streetlight Operations & Maintenance.
3. Recommended that the Executive Committee authorize the Executive Director execute the Letters regarding the Professional Services Agreement, subject to legal counsel's and participating member agencies' review and approval, with member agencies in the Regional Streetlight Program and Yunex, LLC, for the Streetlight Operations & Maintenance.
4. Recommended that the Executive Committee authorize the Executive Director to execute a First Amendment to the Implementation Agreements, subject to legal counsel's and member agencies' review and approval, with participating member agencies in the Regional Streetlight Program.

B. California Air Resources Board Grant Opportunity: Regional Zero Emissions Vehicle Deployment Support and Toolkit

Action:

1. Received and filed.

C. Advocacy Ad Hoc Committee Update

Action:

1. Received and filed.

7. REPORT FROM THE COMMITTEE CHAIR

Chair Barajas reported that there are more Ad Hoc Committees forming; members interested in participating are encouraged to reach out to Chair Barajas. He thanked Committee members who have

already joined one.

8. REPORT FROM THE EXECUTIVE DIRECTOR

Dr. Kurt Wilson reported that the written report from the Executive Committee meeting will be emailed to Committee members.

9. ITEMS FOR FUTURE AGENDAS

There were no items for future agendas.

10. GENERAL ANNOUNCEMENTS

There were no general announcements.

11. NEXT MEETING

The next Administration & Finance Committee meeting is scheduled for Wednesday, October 11, 2023, at 12:00 p.m., in WRCOG's office.

12. ADJOURNMENT

The meeting was adjourned at 12:44 p.m.



Western Riverside Council of Governments Administration & Finance Committee

Staff Report

Subject: Finance Department Activities Update
Contact: Andrew Ruiz, Chief Financial Officer, aruiz@wrcog.us, (951) 405-6741
Date: October 11, 2023

Recommended Action(s):

1. Receive and file.

Summary:

The Finance Department is currently working through its year-end close, which includes analyzing all of its accounts, accruing revenues and expenditures, and preparing year-end schedules in preparation for the annual audit.

Purpose / WRCOG 2022-2027 Strategic Plan Goal:

The purpose of this item is to provide information regarding Finance Department activities. This effort aligns with WRCOG 2022-2027 Strategic Plan Goal #3 (Ensure fiscal solvency and stability of the Western Riverside Council of Governments).

Discussion:

Background

The Finance Department provides regular updates to WRCOG Committees regarding the financial status of WRCOG and also provides summaries of on-going activities that might be of interest to member jurisdictions. The financial reports document Agency revenues and expenditures through the current fiscal year, as reported by various programs, funds, and other administrative divisions. On-going activities include the preparation of the Agency audit, budget amendments, and preparation of the WRCOG budget for consideration and approval by WRCOG Committees.

Present Situation

Fiscal Year 2022/2023 Year End and Agency Audit: The final audit is scheduled for October 2023 and it is anticipated to be completed with the Agency's Annual Comprehensive Financial Report (ACFR) to be issued by November 2023.

Financial Documents

All of WRCOG's most recent financial statements, budget, monthly financials, amendments, etc., are

located on the Agency's website [here](#).

Prior Action(s):

October 2, 2023: The Executive Committee approved the Fiscal Year 2023/2024 Agency Budget Amendment.

Financial Summary:

This item is for informational purposes only; therefore, there is no fiscal impact. Finance Department activities are included in the Agency's adopted Fiscal Year 2023/2024 Budget under the Finance Department under Fund 110.

Attachment(s):

None.



Western Riverside Council of Governments Administration & Finance Committee

Staff Report

Subject: WRCOG 2023 General Assembly & Leadership Address and 2024 Activities Update
Contact: Bonnie Woodrome, Manager of Communications and External Affairs,
bwoodrome@wrcog.us, (951) 405-6752
Date: October 11, 2023

Recommended Action(s):

1. Direct the Executive Director to proceed with a contract once a specific speaker is determined through the Harry Walker Agency Speakers Bureau services. Contract will include alternate recommendations, as needed.
2. Establish the parameters to be used in the final selection of the speaker, taking into account the interests of WRCOG member agencies.

Summary:

The planning for the 2024 General Assembly & Leadership Address is underway. The General Assembly (GA) Ad Hoc Committee is streamlining the speaker selection process to make recommendations to the Administration & Finance (A&F) Committee. The GA Ad Hoc Committee, adhering to current procurement processes, has engaged the Harry Walker Agency (HWA) to assist in selecting a speaker. The potential speakers and pricing information, informed by polling data from various stakeholders, will be presented at an upcoming A&F Committee meeting. Once determinations are made, it will be requested that the A&F Committee direct the Executive Director in entering into a final contract with the speaker / HWA.

Purpose / WRCOG 2022-2027 Strategic Plan Goal:

The purpose of this item is to direct the Executive Director to enter into a contract with a specific speaker including alternate recommendations, as needed. The A&F Committee is requested to establish the parameters to be used in the final selection of the speaker, taking into account the interests of its members.

This item aligns with WRCOG 2022-2027 Strategic Plan Goal #4 (Communicate proactively about the role and activities of the Council of Governments).

Discussion:

The 2024 General Assembly & Leadership Address, scheduled for June 20, 2024, is under active planning. Traditionally, the speaker selection is managed by the A&F Committee. The General Assembly Ad Hoc Committee was created to streamline the speaker selection process. The WRCOG Chair has appointed the members, which include Chris Barajas, Rita Rogers, Brenda Dennstedt, and

Crystal Ruiz to review selections and make recommendations.

In alignment with current procurement processes and to avoid evergreen contracts, the GA Ad Hoc Committee reviewed several speaker bureau agencies. After evaluating various speaker bureaus based on their services, selections, and reliability in providing speakers, the GA Ad Hoc Committee engaged the Harry Walker Agency (HWA) for assistance in selecting and securing a speaker this year.

Over recent weeks, the GA Ad Hoc Committee and HWA representatives have considered numerous keynote speakers, informed by polling data from the Executive Committee, sponsors, and staff. HWA has checked the availability of potential speakers and gathered pricing information, which will be presented at the upcoming A&F Committee meeting.

As the WRCOG Supporting Foundation is now the financial steward for the General Assembly & Leadership Address events, the final decision will ultimately require approval by the Supporting Foundation Board of Directors.

Prior Action(s):

None.

Financial Summary:

Estimated costs associated with the General Assembly & Leadership Address for Fiscal Year 2023/2024 are included in the adopted budget for Fiscal year 2023/2024 under the WRCOG Supporting Foundation. Once a speaker is selected and other variable costs are determined, a budget amendment will be brought forward.

Attachment(s):

[Attachment 1 - 2024 General Assembly & Leadership Address list of potential speakers](#)

2024 General Assembly & Leadership Address list of potential speakers

Speaker details on pages after the list below.

- Barack Obama (multiple requests)
- Michelle Obama (multiple requests)
- Thomas Sowell
- Mike Pompeo
- Kristi Noem
- Jordan Peterson
- Breaking Points- Krystal Ball and Saagar Enjeti
- The Rising- Briahna Joy Gray and Robby Soave
- Jeff Bezos
- Frank Luntz
- Magic Johnson
- Oprah Winfrey
- Hillary Clinton
- Gabrielle Giffords
- Liz Chaney
- Mitt Romney
- Brené Brown- not taking engagements
- Robin Sharma
- Matthew Luhn- not available
- Tim Tebow
- Steve Pemberton
- William Barr
- Sen. Tim Scott
- Simon Sinek
- McRaven
- Bill Gates
- Sheryl Sanberg- Not taking engagements
- David C. Edelman
- Rana el Kaliouby
- Katica Roy
- De Kai
- Sean McVay
- Andrew Whitworth
- Allyson Felix
- James Blake
- Sydney McLaughlin
- Maria Sharpova
- Abby Wambach
- LaVar Burton
- Ashley Judd
- Mario Lopez
- Rob Lowe

Barack Obama (multiple requests)

Barack Obama is an American politician and attorney who served as the 44th President of the United States from 2009 to 2017, making history as the first African American to assume the presidency. Before his presidency, he served as a U.S. Senator from Illinois from 2005 to 2008 and is known for his eloquent oratory, progressive policies, and authoring several best-selling books, including "The Audacity of Hope" and "Dreams from My Father."

Michelle Obama (multiple requests)

Michelle Obama is an American attorney, author, and former First Lady of the United States from 2009 to 2017, during the presidency of her husband, Barack Obama. She is admired for her initiatives focused on education, military families, healthy eating, poverty awareness, and she has continued to advocate for issues related to education and girls' empowerment globally, additionally achieving widespread acclaim for her memoir, "Becoming," which explores her life, values, and experiences in the White House.

Thomas Sowell

A distinguished economist, social theorist, political philosopher, and author, known for his writings on economics, politics, and culture. Born on June 30, 1930, Sowell has authored numerous books, articles, and essays on a variety of subjects, including economic history, intellectual history, and social policy. His work often reflects a libertarian and conservative perspective, and he is a senior fellow at the Hoover Institution, a public policy think tank located at Stanford University.

Mike Pompeo

Mike Pompeo is an American politician, attorney, and former Central Intelligence Agency (CIA) director who served as the 70th United States Secretary of State from April 2018 to January 2021 under President Donald Trump. Before his roles in the Trump administration, he was a member of the United States House of Representatives for Kansas's 4th district from 2011 to 2017, where he was known for his conservative stance on various issues, including foreign policy and national security.

Kristi Noem

Kristi Noem is an American politician serving as the governor of South Dakota since January 2019, known for her conservative policies and alignment with the Republican Party. Before becoming governor, she represented South Dakota in the United States House of Representatives from 2011 to 2019, where she focused on issues related to agriculture, economic development, and fiscal responsibility.

Jordan Peterson

Jordan Peterson is a Canadian clinical psychologist, cultural critic, and professor of psychology, known for his discussions about cultural and political issues including gender identity, free speech, and political correctness. He gained substantial recognition and controversy in 2016 due to his opposition to Canada's Bill C-16, which proposed adding gender identity and gender expression to the list of prohibited grounds for discrimination, and he has since amassed a large following for his lectures and discussions on topics related to philosophy, religion, and psychology.

Breaking Points (Krystal Ball and Saagar Enjeti)

Krystal Ball and Saagar Enjeti are political commentators who co-host the online show "Breaking Points," where they discuss and analyze current events, political policies, and societal issues, offering perspectives that aim to challenge the conventional left-right political discourse. Krystal Ball, a progressive commentator and former MSNBC host, provides insights from a left-leaning perspective, while Saagar Enjeti, a conservative political analyst and former chief Washington correspondent for The Hill, offers views from the right, together fostering conversations that seek to bridge ideological divides and present nuanced takes on pressing matters.

The Rising (Briahna Joy Gray and Robby Soave)

Briahna Joy Gray, a political commentator and former press secretary for Bernie Sanders' 2020 presidential campaign, and Robby Soave, a senior editor at Reason host a podcast that features views from a libertarian and left point of view.

Jeff Bezos

Jeff Bezos is the founder and former CEO of Amazon, a multinational technology company that started as an online bookstore and expanded into one of the world's largest online retailers, also offering services like cloud computing and artificial intelligence. As of my knowledge cut-off in January 2022, he is one of the wealthiest individuals globally and has invested in various other ventures, including space exploration company Blue Origin and ownership of The Washington Post.

Frank Luntz

Frank Luntz is a highly influential American political consultant, pollster, and communication expert, best known for his work on shaping political and public opinion through language, for which he has advised various political campaigns, corporations, and organizations primarily within the Republican Party. He is renowned for developing persuasive messaging strategies and conducting focus groups, enabling him to gauge and influence public sentiment on a range of issues, from politics to consumer preferences.

Magic Johnson

Magic Johnson is a retired American professional basketball player and former president of basketball operations of the Los Angeles Lakers of the National Basketball Association (NBA). He is widely regarded as one of the greatest basketball players of all time, renowned for his versatility, basketball IQ, and achievements, including five NBA championships with the Lakers and three Most Valuable Player (MVP) Awards, and he has also been successful as an entrepreneur and advocate for HIV/AIDS prevention and treatment.

Oprah Winfrey

Oprah Winfrey is a multifaceted American media executive, actress, talk show host, television producer, and philanthropist, best known for her talk show "The Oprah Winfrey Show," which was the highest-rated television program of its kind in history and aired from 1986 to 2011. Oprah, often hailed as the "Queen of All Media," has played a crucial role in shaping American popular culture and has amassed significant influence and wealth due to her ventures in media and publishing, remaining a powerful advocate for education, philanthropy, and self-empowerment, especially for women and people of color.

Hillary Clinton

Hillary Clinton is an American politician, diplomat, lawyer, and writer who served as the 67th United States Secretary of State from 2009 to 2013 and as a U.S. Senator from New York from 2001 to 2009. She was the First Lady of the United States from 1993 to 2001 during the presidency of her husband, Bill Clinton, and she was the Democratic Party's nominee for President in 2016, becoming the first woman to be nominated for president by a major U.S. political party.

Gabrielle Giffords

Gabrielle Giffords is a former U.S. Representative for Arizona's 8th congressional district, serving from 2007 to 2012, and a gun control advocate. She survived an assassination attempt in 2011, which led to her resignation from Congress, and subsequently co-founded the gun violence prevention organization Giffords with her husband, retired astronaut Mark Kelly.

Liz Cheney

Liz Cheney is an American attorney and politician who serves as the U.S. Representative for Wyoming's at-large congressional district and is affiliated with the Republican Party. She has held various positions within the party and is known for her focus on defense and national security issues, and she is the daughter of former Vice President Dick Cheney.

Mitt Romney

Mitt Romney is an American politician and former businessman who is currently serving as the United States Senator from Utah, and he is a member of the Republican Party. He was the Republican nominee for President of the United States in the 2012 election and he previously served as the 70th Governor of Massachusetts from 2003 to 2007.

Brené Brown- not taking engagements

Brené Brown is a renowned research professor at the University of Houston, where she holds the Huffington Foundation – Brené Brown Endowed Chair at The Graduate College of Social Work, and she has spent the past two decades studying courage, vulnerability, shame, and empathy. She is also a bestselling author and has penned books like "Daring Greatly" and "Braving the Wilderness," and is known for her engaging talks, including a TED talk on the power of vulnerability, making complex concepts accessible and resonant with a wide audience.

Robin Sharma

Robin Sharma is a renowned Canadian writer, leadership expert, and motivational speaker, best known for his bestselling books on leadership and personal development, including "The Monk Who Sold His Ferrari" series. His works, which also include "The Leader Who Had No Title,"

focus on self-improvement, leadership, and productivity, offering readers and audiences practical strategies to improve their lives and careers.

Matthew Luhn (not available for June 20, 2024)

Matthew Luhn is a veteran storyteller, animation film director, and writer with extensive experience in the animation industry, notably with Pixar Animation Studios, where he contributed to well-known films like "Toy Story," "Finding Nemo," "Up," and "Monsters, Inc." He utilizes his expertise in storytelling to consult for various companies and deliver keynotes and workshops, helping creators and businesses craft compelling stories and connect with their audiences effectively.

Tim Tebow

Tim Tebow is a former professional American football quarterback and current baseball outfielder in the New York Mets organization, who gained acclaim for his college football career at the University of Florida, winning the Heisman Trophy in 2007. He has also worked as a sports analyst and commentator, and he has authored several books, sharing his experiences and motivational insights.

Steve Pemberton

Scott Pemberton is recognized as a talented musician and guitarist, known for his unique playing style and energetic performances. He blends various genres in his music, including rock, blues, and funk, and has garnered a dedicated fan base, especially in the Pacific Northwest, due to his engaging live shows and proficient guitar skills.

Senator Tim Scott

Senator Tim Scott is an American politician and a member of the Republican Party who has been serving as the United States Senator for South Carolina since 2013. He made history as the first African-American senator from South Carolina and is known for his focus on issues such as economic opportunity, education reform, and tax reforms, seeking to address disparities and create equitable environments for economic growth and development.

William Barr

William Barr is an American attorney who served as the 77th and 85th Attorney General of the United States. He first served as Attorney General from 1991 to 1993 under President George H. W. Bush and then again from 2019 to 2020 under President Donald Trump. During his tenures, Barr was involved in numerous high-profile legal and policy matters and was a central figure in discussions and debates related to the role and powers of the executive branch, legal interpretations, and justice administration.

[David C. Edelman](#)

Advisor on AI, Digitization, Go-To-Market Strategy, Marketing Organization, and Agile Operations; Senior Lecturer in Marketing at HBS; Executive Advisor, Independent Board Member.

David Edelman's leadership in driving strategic digital and marketing change over the past 30 years – as a top CMO and as a Strategic Consultant -- has made him a sought-after advisor on AI, digitization, go-to-market strategy, marketing organization, and agile operations. From his earlier work for clients such as JPMorganChase, SAP, American Express, Verizon, IBM, and McDonalds, he developed and popularized foundational concepts such as "The Customer Decision Journey," and "Segment-of-One Marketing." Most recently, he guided Aetna (now part of CVS Health) through becoming a digitally-oriented, customer-centric enterprise. David has been repeatedly recognized by Forbes as one of the "Most Influential CMOs in the World," and by AdWeek as one of the "Top 20 Marketing and Technology Executives." His writing and work has attracted over 1.1 million followers to his LinkedIn blog, and he has delivered dozens of keynote presentations at conferences around the world. Currently, David is a Senior Lecturer in

Marketing at HBS. He also advises CEO's and CXO's in Health and Marketing Services, focusing on where AI and personalization unlock transformational opportunities. Through his relationship with Halifax Partners, he is a Board member of Stratatech, a vocational school chain, building on his strong interest in education. He is also on the Advisory Board of Glasswing Ventures, a major Boston VC firm, and serves as a Senior Advisor to The Boston Consulting Group. Previously, as Chief Marketing Officer of Aetna, now part of healthcare giant CVS Health, David ran CVS Health's "Digital First" enterprise modernization program. He drove a broad transformation at Aetna, implementing real-time analytics and agile operations in a company where marketing had been merely a functional cost center. By rebuilding Aetna's go-to-market operations as fast cycle "war rooms" that constantly test and learn, he accelerated the growth of its Medicare business, adding billions in revenues. Using advanced marketing to improve members' health behaviors, his team cracked the code of moving the needle to save millions in medical cost.

His speech on The Future of AI and the Customer Experience Companies across all industries is putting personalization at the center of their enterprise strategies. For example, Home Depot, JPMorgan Chase, Starbucks, and Nike have publicly announced that personalized and seamless omnichannel experiences are at the core of their corporate strategy. We are now at the point where competitive advantage will be based on the ability to capture, analyze, and utilize personalized customer data at scale and on how a company uses AI to understand, shape, customize, and optimize the customer journey. The obvious winners have been large tech companies, which have embedded these capabilities in their business models. But challenger brands, such as sweetgreen in restaurants and Stitch Fix in apparel, have designed transformative first-party, data-driven experiences as well. David C. Edelman explores how cutting-edge companies use what they call intelligent experience engines to assemble high-quality customer experiences. Although building one can be time-consuming, expensive, and technologically complex, the result allows companies to deliver personalization at a scale that could only have been imagined a decade ago.

[Rana el Kaliouby](#)

Pioneering AI Scientist and Inventor of Emotion and Human Perception AI; Visionary Entrepreneur, Investor and Authority on Developing an AI Mindset for Competitive Advantage; Expert on Designing and Implementing Ethical Business Strategies; Deputy CEO, Smart Eye; Co-Founder and Former CEO, Affectiva; Bestselling Author, "Girl Decoded" (2020); Executive Fellow, Harvard Business School.

Global investments in artificial intelligence (AI) have significantly increased yet organizations still struggle to use the technology to its fullest potential. As [Smart Eye](#) Deputy CEO and visionary AI pioneer [RANA EL KALIOUBY](#) knows firsthand, to make the tremendous leaps demanded by 21st-century business, leaders and their teams must become AI-minded – but this change can't happen all at once. "Small changes to how you approach AI transformation can have a big impact," explains el Kaliouby, co-founder and former CEO of [Affectiva](#) who has been named one of [Entrepreneur's 100 Women of Influence in 2022](#), [AI Magazine's 2022 Top 10 Leaders Innovating in the AI Space](#), and Forbes' [Top 50 Women in Tech](#). "For example, by clarifying roles and responsibilities, you can alleviate fears about job elimination. Show you respect privacy and safety by declaring an AI ethics policy consistent with your business values. Success will boil down to team, culture and people." A Harvard University Executive Fellow, el Kaliouby couples academic rigor with a practitioner's experience to demystify AI and its practical implications for business advantage. Her exceptional skills earned as a tech entrepreneur, investor, and early pioneer in the data science and machine learning C-suite make her an expert guide for organizations embarking on an AI journey. Pointing to pitfalls and highlighting opportunities, el Kaliouby shows businesses how to weave AI throughout the fabric of their organization and revitalize their culture, automate and accelerate innovation, and - ultimately - increase profits. [Watch Rana el Kaliouby's TED Talk.](#) [Watch Rana el Kaliouby in conversation with Microsoft.](#)

[Katica Roy](#)

CEO and Founder of Pipeline; Award-Winning Gender Economist; Programmer and Data Scientist; LinkedIn's 2022 Top Influencer for Gender Equity.

Award-winning economist and data scientist [KATICA ROY](#) is in demand for her [expert insights about AI](#), its impact on the fight for gender equity, and the future of revenue. The Future of Revenue is about utilizing artificial intelligence to enable employers to make decisions to maximize the potential of their workforce. When 96% of CEOs say gender equity is one of their top 10 priorities while only 22% of employees say that gender diversity is regularly measured and shared, the leaky workforce pipeline is not being addressed and leaving financial returns on the table. So how do employers identify the cracks in the workforce pipeline and improve their financial performance? In engaging and compelling talks, Roy explains how she's built a robust, data-driven platform using advanced technology, [including artificial intelligence](#), to ensure equitable decisions and eradicate bias in human capital decisions that leads to improved financial performance for the organization as well as growth for the individual. [Watch Katica Roy at The Atlantic Live on who wins in the age of AI](#). [De Kai](#)

Distinguished Research Scholar, ISCI, Berkeley ; Professor, Computer Science and Engineering, HKUST.

A landmark voice in AI, [DE KAI](#) pioneered pivotal advances that shifted natural language processing and machine learning at a time of heated debate about how to take these theories into reality, helping develop modern AI as we know it today. While working on his postdoc in Geoffrey Hinton's lab, De Kai was developing the theory behind the innovations which he then built into the world's first web translator, quickly spawning tools like Google Translate. From groundbreaking theory, to implementing the mathematical models, to deploying robust commercial systems, to actively working today globally with CEOs and legislators to evaluate impact, De Kai shares a deep understanding of the AI landscape at every level. De Kai speaks to not only the theory behind AI innovation, but also the risks, challenges, opportunities, and ethics that businesses will face in the near term. Talks with De Kai are highly personalized to the concerns and interests of each group, helping his audience move seamlessly from the big picture ideas to the granular issues, including prescriptions for how to get ahead of the potential risks as an executive. [Watch De Kai's TEDx Talk](#).

[Sean McVay](#)

Head Coach of Super Bowl LVI Winning Los Angeles Rams; Youngest Coach in Modern NFL History; Youngest Coach to Win a Playoff Game, Win a Super Bowl, Make Multiple Super Bowl Appearances, and be Named AP NFL Coach of the Year; Expert in Leadership, Communication, and creating advantages out of adversity.

[Andrew Whitworth](#)

Super Bowl Champion with the LA Rams; Former NFL Offensive Tackle, LA Rams; 2021 Walter Payton NFL Man of the Year; Philanthropist and Founder, BigWhit 77 Foundation.

[Allyson Felix](#)

Holder of 13 Global Titles, 10 U.S. Championships, 11 Olympic Medals, and a World Record; One of TIME's "100 Most Influential People"; One of Bloomberg's "50 People and Ideas that Defined Global Business" (2021); Entrepreneur and Founder, Saysh.

[James Blake](#)

Legendary Tennis Player; New York Times Bestselling Author, 'Ways of Grace' and 'Breaking Back'; Director and Media Analyst for the Miami Open Tournament; Philanthropist and Founder, the James Blake Foundation.

[Sydney McLaughlin](#)

Gold Medal Olympic Track and Field Athlete; Entrepreneur and Lifestyle Designer; Author of 'Far Beyond Gold: Running from Fear to Faith'; Named the Gatorade National Girls Athlete of the Year.

[Maria Sharapova](#)

International Tennis Icon; Founder and CEO, Sugarpova; Investor and Brand Builder; New York Times Bestselling Author, 'Unstoppable: My Life So Far'.

[Abby Wambach](#)

FIFA Women's World Cup Champion and Two-Time Gold Medalist; #1 New York Times Bestselling Author, 'Wolfpack' and 'Forward: A Memoir'; Co-Founder and Part Owner, Angel City FC; TV Personality and Host, ESPN's 'Abby's Places'.

[LeVar Burton](#)

Award-Winning Actor, Writer, Director, and Producer; Award-Winning author of 'Aftermath', 'The Rhino Who Swallowed a Storm', and 'A Kids Book About Imagination'; Podcaster & Host, 'LeVar Burton Reads' - over 25M downloads; Renowned Literacy Advocate.

[Ashley Judd](#)

Award-Winning Actress; Political Activist and Advocate for Social Justice; New York Times Bestselling Author, 'All That Is Bitter & Sweet: A Memoir'; Global Humanitarian.

[Mario Lopez](#)

Two-Time Emmy Award-Winning Host of 'Access Hollywood'; Actor, Producer, and TV and Radio Personality; Bestselling Fitness and Children's Author; Philanthropist and Partner of the Boys & Girls Clubs of America.

[Rob Lowe](#)

Hollywood Icon, Actor, Producer, and Director; New York Times Bestselling Author, 'Stories I Only Tell My Friends' and 'Love Life'; Host, 'Literally! with Rob Lowe' and 'Parks & Recollection' Podcasts; Advocate for Cancer, Drug & Recovery Awareness.