

Analytics Speaker Event

Transforming Marketing & Business Strategy: The Power of Generative AI

We are honored to host a webinar featuring a renowned expert who has extensive experience in designing and implementing data architectures for public firms. This webinar will explore the transformative role of AI in reshaping the domains of marketing and business strategy. Attendees will gain valuable insights into the preparation necessary to navigate AI-induced evolutions in the marketing and strategy sectors. The webinar will cover a range of crucial subjects, including:

- Introduction to the fundamentals of Artificial Intelligence
- The evolution and potentials of Generative AI for marketing innovation
- Overview of SAS tools designed to harness AI
- Deep dive into large language models (LLMs) and fine-tuning these models for specific tasks or industries.
- Demonstration of how LLMs and recommender systems offer personalized suggestions to enhance user experiences.

Speaker



Gene Grabowski, Jr., works for SAS' Growth Industries Business Unit as an Advisory Solutions Architect and Data Scientist. He specializes in developing analytic solutions for clients and pursues all aspects of the analytics lifecycle. Gene worked for the Ford Motor Company and Ford Credit for 13 years before joining SAS. Today, he spends his time integrating Open-Source tools with SAS and deploying Machine Learning models. In addition, he performed as a guest lecturer at Oakland University, Wayne State, Carnegie Mellon and the University of Alabama.

Gene graduated from Michigan State University with an M.A. in Economics and Oakland University with a B.S. in Economics. He received his Machine Learning Certification from Stanford University in June 2020.

Tuesday, March 19, 2024, Eastern Time 5:00 - 6:00pm Register Now:

<https://oakland-edu.zoom.us/meeting/register/tJcscOCqpwuGty6boTtfADPEneExTT3rncI>