

# Seth Earley

**CEO at Earley Information Science, Artificial Intelligence  
Speaker, Writer and Influencer**

Please contact a GDA agent for information.

## Topics

- Artificial Intelligence
- Big Data
- Business Growth / Strategy / Trends
- Change Management / Organizational Change
- Technology / Alternate Technology

## About Seth Earley

An expert with 20+ years experience in Knowledge Strategy, Data and Information Architecture, Search-based Applications and Information Findability solutions. Seth has worked with a diverse roster of Fortune 1000 companies helping them to achieve higher levels of operating performance by making information more findable, usable and valuable through integrated enterprise architectures supporting analytics, e-commerce and customer experience applications.

Seth Earley is a sought-after speaker, writer, and influencer. He is the author of "The AI-Powered Enterprise" from LifeTree Media which was released in April, 2020. In 2021, the book received the Axiom Business Book Silver Medal in the Artificial Intelligence / Robotics / Algorithms category. Seth was named to Thinkers360 top 50 global thought leaders and influencers on Artificial Intelligence for 2022, CXO Outlook's top 10 Most Influential CEO's of 2022. In 2024, Seth was Recognized by Thinkers 360 as one of the [Top 50 Global Thought Leaders on Generative AI 2024](#).

His writing has appeared in IT Professional Magazine from the IEEE where, as former editor, he wrote a regular column on data analytics and information access issues and trends. He has also contributed to the Harvard Business Review, CMSWire, CEOWorld, TechTarget, eCommerce Times, Analytics Magazine, Journal of Applied Marketing Analytics, and he co-authored "Practical Knowledge Management" from IBM Press.

## Select Keynotes

- **How to be AI Driven – Separating the Signal from the Noise in a Crowded, Hype Filled Marketplace**

Like any significant technology era, it will entail a shift in thinking, mindset and the approach to markets and customers. Each new era in computing has massively changed the economic and corporate landscape with some companies adapting and others losing their way. ***AI will be more impactful than anything that has come before.***

The marketplace is saturated with hype and marketing noise so **HOW DO YOU PROCEED AND WHAT DO YOU DO?**

### THE CHALLENGES:

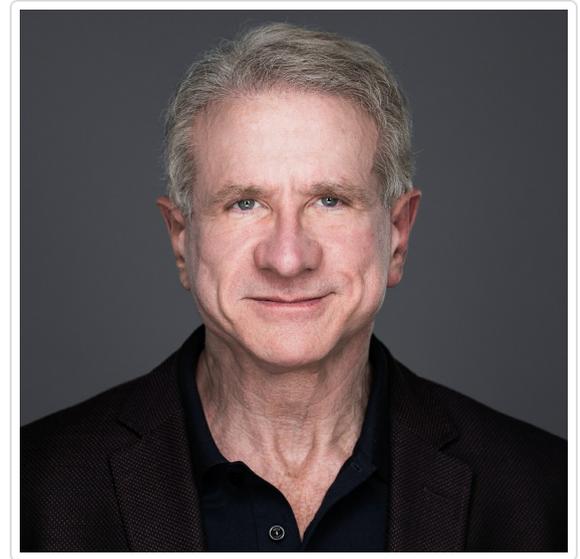
- Large consultancies charge millions of dollars for science projects that in many cases are not producing sufficient value to justify or sustain the spend.
- Corporate IT departments scramble to hire scarce talent to compete with tech giants and youthful startups and well-funded players are disrupting the usual business models and eroding market share and profit margins of established industry players.
- Leadership is stuck between a rock and a hard place – spending millions to allow vendors to learn on their dime or risk losing customers to organizations that get there first.

As recently as the 90's with the growth of the internet – few could see where it was all going and how organizations would be spending enormous sums and building armies of technical teams and completely revamping their business models. RISK IS REAL – Get it right and succeed or lose your markets.

Academic resources can be too abstract, large integrators too immature, and small consultancies too bandwidth constrained.

THE RESULT: Learn through trial and error.

### THIS PRESENTATION WILL:



- ◆ Help executives understand foundational concepts in artificial intelligence
- ◆ Outline ways to get value from the family of technologies
- ◆ Provide a clear set of recommendations as to what needs to be in place to be successful.

## • Digital Transformation

Digital transformations are data transformations. The concept has become a catch all phrase for all sorts of projects. But at the heart of a transformation, it is about the end to end value chain and information ecosystem that includes customers, suppliers, partners, and even competitors. In order to achieve this, certain data pieces of the puzzle need to be in place, otherwise, your transformation will not provide the expected benefits and efficiencies.

In this talk, Seth explains how enterprises can remove inefficiencies from their processes and allow for frictionless, seamless interactions and value creation without “acts of heroics”.

## • Enterprise Disruption

Why are startups with a small team of 20 somethings and a couple of million dollars in funding able to disrupt entire industries and longtime players running virtual circles around large enterprises. The reason is that digital disruption is based the ability to quickly adapt, learn, evolve and change business models as customer and market needs change.

In this session Seth explains how one simple technique can speed knowledge flows throughout the enterprise and have a disproportionate impact on every process throughout the organization.

## • There is No AI without IA

Many AI initiatives fail. Not because IT picked the wrong technology or hired the wrong AI whiz kid. Instead, failure is often a function of simply being unable to train the AI with the right data and content. The good news is, enabling your enterprise data for AI is not a mysterious process and many of the assets that are needed by AI driven apps are also the ones that also make employees more productive. So it is a win-win.

In this talk, Seth makes the case to executives for enterprise information architecture – a foundational exercise that has the power to make or break your AI dreams.

## • Artificial Intelligence and Compliance: What Questions to Ask and How to Put Guardrails in Place

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### COMPLIANCE OFFICES ARE THE GATEKEEPERS

Various departments will ask what they can and cannot do (or they will be forgiveness later). How do we guide decisions while balancing risk, reward, and compliance with the thousands of regulations that businesses are subject to?

There is also the matter of how AI and specifically generative AI can help with compliance and risk mitigation. Other issues when using AI include:

- ◆ **How to protect corporate IP**
- ◆ **Ensuring that PII is safe and secure.**
- ◆ **Reducing bias in AI technology “training data”**
- ◆ **Copyright and external IP liability**

### THE CHALLENGES ARE FURTHER COMPLICATED BY:

- ◆ Large consultancies charging millions of dollars for science projects that in many cases are not producing sufficient value to justify or sustain the spend.
- ◆ Corporate IT departments are scrambling to hire scarce talent to compete with tech giants and youthful startups and well-funded players are disrupting the usual business models and eroding market share and profit margins of established industry players.
- ◆ Leadership being stuck between a rock and a hard place – spending millions to allow vendors to learn on their dime or risk losing customers to organizations that get there first.

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**Select Book Titles**

- **2020:** The AI-Powered Enterprise: Harness the Power of Ontologies to Make Your Business Smarter, Faster and More Profitable

**Select Articles**

- [BioIT World - How to Get the Best of Commercial and Open-Source Large Language Models While Protecting Corporate IP - Workshop Notes Processed by LLM](#)

My colleague Chesley Chen assisted with note taking at the workshop we delivered at BioIT World and used ChatGPT to summarize. Here is the result.

- [The Critical Role of Enterprise Data in Generative AI](#)

A flood of Gen AI-based tools and applications, often acting as wrappers for LLMs like ChatGPT, has hit the market. While they offer clever and creative solutions, LLMs alone can't solve all organizational information problems. Machine learning, integral to AI applications, is now embedded in conventional enterprise tools like ERP, data warehouses, eCommerce, and content/knowledge management systems, enhancing their core functionalities. This integration promises new efficiencies and productivity across various scenarios.

- [Accelerating Data and Analytics Capabilities Age of Generative AI: How Governance is a Key Enabler](#)

The underlying principles of Artificial Intelligence have been evolving over decades. Recent advances have created nothing short of a revolutionary breakthrough in information management. Generative AI is in the public consciousness and corporate applications are promising but require certain guardrails and decision-making policies and processes. While “governance” is a term that brings to mind bureaucratic structures with little practical on-the-ground application, a correctly designed decision-making framework driven by business process/outcome measures and KPIs provides a critical component of data analytics and AI programs.

- [How to Successfully Test and Deploy a ChatGPT-Type of Application](#)

Organizations are taking a cautious approach to Generative AI – the Large Language Model (LLM) powered ChatGPT-like applications that have burst onto the technology and consumer scene. Increasingly, the C-suite is trying to factor in how LLMs and Generative AI will be part of their digital transformation roadmaps.

- [What ChatGPT and Generative AI Mean for Digital Transformation](#)

An arms race is raging in the AI industry – every organization is frantically investing in or investigating how the large language models (LLMs) that powers Generative AI can be applied to the enterprise. Generative AI will be on every organization's digital transformation roadmap. The astounding capabilities of ChatGPT have been grabbing all of the headlines, but the question now is, how can these powerful tools be used to optimize the customer or employee experience?

- [ChatGPT: Insightful, Articulate, Inconsistent, and Wrong. A Game Changer?](#)

Digital assistants are taking a larger role in digital transformations. They can improve customer service, providing more convenient and efficient ways for customers to interact with the organization. They are available 24/7 and can personalize recommendations and content by taking into consideration role, preferences, interests, and behaviors. All of these contribute to improved productivity and efficiency. Right now, bots are only valuable in very narrow use cases and are unable to handle complex tasks. However, the field is rapidly changing and advances in algorithms are having a very significant impact.

- [How to Navigate the 5 Stages of Organizational Maturity in Digital Transformation](#)

In contemplating digital transformation program investments, executives ask two things: What is the current state costing us, and does it make economic sense to fix it? One challenge is deciding where to begin tactically. A good starting point is to assess current capabilities in the context of organizational maturity and the desired future state. That exercise will help decision-makers determine whether their organization can get from where is to where it wants to be.

- [CXO Outlook's top 10 Most Influential CEO's of 2022 - Making the best of AI - What Executives Need to Know](#)

AI is a tool in your toolkit, and like any tool, it should not be the focus, but should be in service to the problem that needs to be solved.

- [Removing Friction from Information Flows: Vital for a Successful Digital Transformation](#)

A critical step in digital transformation is to enable the free flow of information throughout the enterprise. But various forms of friction can obstruct this flow. Friction is anything that slows down information access, information retrieval or information manipulation. These sources of friction point directly to the conclusion that a solid information architecture and well-designed information management system, along with an overall vision for the digital transformation, are prerequisites for success.

- [Harvard Business Review: Is Your Data Infrastructure Ready for AI](#)

Creating an ontology is an essential investment to prepare your enterprise to realize the benefits of AI and machine learning. Gone are the days when businesses should simply allow a number of small AI projects to blossom independently: for these projects to be competitive they need to draw on data from across the company, data stored in many different forms in many different systems. Businesses will be best positioned to build ontologies if they identify and research pain points first—areas where the data connections are most needed—before beginning to set the organizing principles for the ontology itself.

- [Knowledge Graphs, a Tool to Support Successful Digital Transformation Programs](#)

Knowledge graphs are pretty hot these days. While this class of technology is getting a lot of market and vendor attention these days, it is not necessarily a new construct or approach. The core principles have been around for decades. Organizations are becoming more aware of the potential of knowledge graphs, but many digital leaders are puzzled as to how to take the next step and build business capabilities that leverage this technology.

- [The Coming Tsunami of Need – Knowledge Management for Artificial Intelligence](#)

Knowledge management has had a bad rap. For the past few decades, it has gone through cycles of popularity after being introduced in the early 90s, and in some of those cycles, it has been significantly devalued. That is the online incarnation of KM. Now knowledge management is experiencing something of a revival, as its value in enabling AI is being increasingly recognized.

- [Moving Personalization to the Next Level: Three data driven approaches for personalization, contextualization and recommendation.](#)

Personalization comes in multiple shapes and forms, many of which businesses can put to effective use. But they shouldn't make the mistake of launching all of them at once. An incremental approach works well here. And a good place to start is product hierarchies.

- [Leveraging Data to Improve the Customer Experience](#)

When you consider how customers interact with organizations these days, it quickly becomes apparent that much of that interaction is through digital channels. "CX" suggests a customer experience via laptops or mobile devices, and that digital experience is driven entirely by data. The question is, how do we make it the most relevant and seamless experience possible, given the needs and objectives of the user, and what data can we leverage to do so?

- [5 core principles for successful AI/human partnerships](#)

AI works best when humans are in the loop. Knowledge communities can provide a robust flow of information that supports and continuously refreshes the content on which AI relies. When organizational processes are identified and documented, AI can take over routine tasks, leaving the creative and more challenging problem-solving tasks to be handled by humans. Behind the scenes, content and product models need to be developed and aligned with data capture processes to make AI components work, but humans must create the knowledge flow and take charge of the content.

- [There's No AI Without IA](#)

Artificial intelligence (AI) is increasingly hyped by vendors of all shapes and sizes—from well-funded startups to the well-known software brands. Financial organizations are building AI-driven investment advisors. Chat bots provide everything from customer service to sales assistance. Although AI is receiving a lot of visibility, the fact that these technologies all require some element of knowledge engineering, information architecture, and high-quality data sources is not well known...

- ["Just Make it Work" – Dealing with Executive Disengagement During Large Scale Digital Transformations](#)

Executives cannot make informed decisions without getting into the weeds about not just the nature and severity of the challenges but the business decisions that need to be made as part of any technology effort. The most important program parameters include expected outcomes, proof points to support the investment, a realistic plan, ongoing measures of success, and long-term program ownership and governance.

- [Verizon's Digital CX Transformation: 6 Fails \(and Fixes\) for One Customer](#)

- [How Companies Are Benefiting from "Lite" Artificial Intelligence](#)

AI applications range from the very complex and expensive (like self-driving cars) to more modest "AI lite" initiatives. In this article Seth lays out a path to AI that companies can undertake right now.

## Select Testimonials

Seth's practical approach to AI in his Information Development World keynote presentation provided a much-needed, realistic view of the

technology for content professionals. His knowledge of content, information architecture, and content management helped to put the AI story into a broader context that any content pro could understand and relate to, and his humorous delivery engaged the IDW audience and ensured that his important messages about AI were received.

– *Andrea Ames, CEO/Founder and Content Experience Strategy Consultant, Idyll Point™ Group*

Book Testimonial - “Read this book to learn how leaders and companies are using AI with structured data to transform business. Insight from real world examples, combined with a proven methodology, will arm the reader with the knowledge and confidence necessary to drive AI in any organization”.

– *Barry Coflan, SVP & Chief Technology Officer, Schneider Electric – Digital Energy*

Seth's keynote was informative and humorous. He cut through the AI hype and explained the technology's true promise and constraints. He also reminded us that high-quality, audience-focused, well-structured content is key to success in any digital communications channel, including AI-enabled channels.

– *Jacqui Olkin, User Experience Consultant, Olkin Communications Consulting*

We invited Seth to address our executive team and sixteen CEOs from our partner cooperative associations and to share his insights on the state of AI and its real-life, business applications. Seth provided us with the history of modern artificial intelligence and gave us a comprehensive overview of where this revolutionary technology is at today. Most important though, he led a discussion of the practical, real-life applications of AI to our business specifically. We appreciated the hype-free approach to the topic, as well as the candor on the risks inherent in this 'new frontier'. Coming out of the session, we had a much clearer understanding of the risks and opportunities that AI presents today. Just as important though was to get us thinking about short term opportunities for our business. Great talk!

– *Juan Silvera, Chief Marketing Officer, AgFirst Farm Credit Bank*

Book Testimonial - “For any leader considering ways to improve their business with advanced data analytics and artificial intelligence this book is a must read. Seth Earley has documented a recipe for your success.”

– *Mark Loboda, Sr. Vice President of Science and Technology, Hemlock Semiconductor*

Book Testimonial - “AI promises to provide the next ‘turn of the crank’ in business automation. However, purely statistical machine learning alone won't achieve this on its own. This book provides prescriptive guidance in the context of real business case studies to drive success instead of disappointment. It's a great resource to separate the hype from the reality and a practical guide to achieve real business outcomes using AI technology”.

– *Peter N Johnson, MetLife Fellow, SVP, MetLife*

Book Testimonial - “If you're serious about harnessing the power of AI in your business – and you should be – this book will show you how to make it an operational reality.”

– *Scott Brinker, VP Platform Ecosystem, HubSpot, Editor, chiefmartec.com*

Top 50 global influencers on Artificial Intelligence - Thinkers360 live leaderboard for our top 50 global thought leaders and influencers on Artificial Intelligence for 2022.

– *Thinkers360*

Seth is a powerful speaker who understands the values of proper data management in large complex environments. Seth has a keen sense of the future direction of information science as it relates to the digital revolution. Seth keeps his audience engaged and active when presenting. Seth can sense the listeners understanding level and adapt his presentation on the fly to keep the topic relevant and engaging. I always enjoy listening to Seth speak and feel like I leave his presentations with a better understanding than when I walked in.

– *Timothy J Sendera, PhD Senior Director of Information Science, Thermo Fisher Scientific*

Book Testimonial - "I do not know of any books that have such useful and detailed advice on the relationship between data and successful conversational AI systems."

– *Tom Davenport, President's Distinguished Professor at Babson College, Research Fellow at MIT Initiative on the Digital Economy, and author of Only Humans Need Apply and The AI Advantage*

Seth Earley is a terrific speaker on a variety of content-related topics. His knowledge of the space, along with his industry affiliations, place him well above the pack. In addition, Seth is an engaging speaker. He clearly shows passion for his work, holds the attention of the audience, and provides a captivating and enjoyable experience. We enjoyed having him speak at Information Development World and look forward to additional opportunities in the future.

– *Val Swisher, CEO, Content Rules, Inc.*