

CHATGPT, AI, AGENTS, AUTOMATION AND BEYOND

Game-Changing Technologies That Will Impact Your Industry *

Presented by **GENE MARKS**
Forbes Technology Columnist



How will AI impact your business this year? In 5 years? Where should you be investing? What's reality and what's hype? You've read about ChatGPT, Microsoft Copilot, Claude, Google Gemini, and other AI tools that will be changing the way we work, both in the short and longer term. As a business leader you want to leverage this technology to increase both productivity and profits. So what should you know now?

During this fast-moving, informative and entertaining presentation, Forbes technology columnist and consultant Gene Marks, CEO of The Marks Group, will share his thoughts on the biggest technology and AI trends that will affect your industry in the near and long term and help you make the right investment decisions.

After Gene's presentation, audience members will be able to:

- ✓ Understand the latest AI advancements from Google, Microsoft, OpenAI and other tech leaders, and how they will impact business operations.
- ✓ Leverage AI agents to improve productivity and streamline workflows.
- ✓ Analyze real-world AI implementations by major companies and assess their potential applications.
- ✓ Develop strategies to build AI solutions within their own business, similar to larger corporations.
- ✓ Optimize back-office functions like HR, Accounting, and CRM by integrating AI-driven tools.
- ✓ Identify industry-specific AI use cases and upcoming innovations to stay ahead of trends.
- ✓ Prepare their business and workforce for AI adoption by implementing data management strategies and policies.



Gene's presentations help business owners and managers of all industries to look ahead, with specific actions for growing and profiting based on the strategies of other business owners in their industry.



G E N E
MARKS

**AUTHOR. COLUMNIST.
KEYNOTE SPEAKER.**

Forbes Entrepreneur
The Guardian

Gene Marks CPA runs The Marks Group PC, a technology consulting firm based in Philadelphia that serves more than 600 businesses nationwide.

For the past two decades Gene has covered business technology for Forbes magazine, and has been writing almost exclusively about artificial intelligence (AI) and its impact on businesses since 2022. He covers the latest software, hardware, security, networking and productivity tools that are essential for businesses of all sizes by telling the stories of the companies and experts who use them. He also regularly contributes technology pieces to The Guardian and Entrepreneur Magazine and writes a monthly column on financial technology for Accounting Today Magazine.

Gene is the author of more than a half-dozen business management books, his most recent being "The AI Business Playbook - Lessons, Risks and Opportunities" and "The 2026 CRM Companion Guide."

Gene speaks dozens of times a year nationally on technology topics at manufacturing, distribution, service, retail, construction, banking and financial services conferences, industry association meetings and corporate events where he covers how AI and other technologies specifically impacts that industry.

Gene hosts the Paychex Thrive Podcast and YouTube series which covers technology and other business management topics where he interviews leaders in technology and others who impact business. He appears regularly on CBS Radio, The Wharton Sirius/XM channel, Fox Business and CNBC.

Prior to starting The Marks Group, Gene was a senior manager at the international consulting firm KPMG.



TESTIMONIALS



"I attended your AI presentation at the March LMC conference in Houston. Our team all commented that your session made the **most memorable impression of the week**. Thank you for your time and efforts. Accordingly, if you could provide a copy of your slide deck, we would greatly appreciate it."

— Tyson Eavenson, BeLit



"Thanks much for the **eye-opening (and jaw-dropping) presentation you gave on AI** at last week's Mass. Bankers Conference. Would you send me a copy of your deck? I'd love to share it with my Marketing staff."

— Peter Roveto, Senior Vice President, Director of Marketing, BrooklineBank



"Thank you for the very **thought-provoking presentation concerning AI and the rapid developments taking place** in this area that you made at the NCCA meeting in Tucson recently. It is clear from your presentation that this is impacting most areas of our work and personal lives. Following-up on your offer to share your presentation upon request; would very much appreciate receiving a copy."

—John Mucci, Kibar Americas



"**Gene was a huge hit again**. We have never brought a speaker in back to back years. Gene certainly was worthy and delivered again!"

— Kevin Gilbride, Executive Director, The Accredited Snow Contractors Association



"I finally got to hear Gene speak! This was at our National meeting in Orlando. **He is AMAZING!** Our builders loved him and just everything he had to say. Unfortunately, I only caught the last 15 mins or so of his speech due to working at the event for the most part. But just from what I heard **I was "wowed" to say the least**. He is truly amazing at what he does."

— Sylvia Gonzalez, Sales & Marketing Administrator, Nucor Building Systems



"Gene, I would say in my 30 years of attending presentations, yours was THE MOST: **valuable, relevant, properly paced, perfect amount of info**; not too much, but enough, excellent humor, and **perfectly executed presentation** I have experienced."

— Jill Keim, VP Relationship Manager, First Merchants Bank

Book Gene for your keynote or breakout session



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