

**Forbes**

# AI, Automation & The Future of Your Industry

Forbes Tech Columnist Shares What Leaders Need to Know Now

Presented by **GENE MARKS**



For more than 20 years, Gene Marks has covered business technology for Forbes, reporting 6–8 times per month on the latest advances in artificial intelligence, automation, and enterprise software. In this fast-paced, practical session, he separates AI hype from business reality and explains what is actually impacting industries like construction, manufacturing, distribution, retail, and financial services.

Drawing from his interviews with Microsoft, Google, emerging AI firms, and real-world companies implementing these tools, Gene will outline where AI is delivering measurable ROI – and where businesses are wasting time and money.

## **This keynote focuses on:**

- ✓ AI risks and realities
- ✓ AI agents and automation in operations
- ✓ AI in sales, CRM, estimating, forecasting and finance
- ✓ AI in real life in your industry
- ✓ Workforce implications and leadership strategy
- ✓ AI governance, risk, and data management
- ✓ Where to invest in 2026–2027 for competitive advantage
- ✓ What to expect in the next 12–24 months

Attendees leave with a clear, practical technology roadmap – not theory – and a better understanding of how smart leaders are using AI to protect margins and drive growth.



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**

**Forbes**

**Author. Columnist. Keynote Speaker.**

**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.

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 and our team all commented that your session made the **most memorable impression of the week**. Thank you for your time and efforts."

— Tyson Eavenson, BeLit



"Thanks much for the **eye-opening (and jaw-dropping) presentation** you gave on AI."

— 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. It is clear from your presentation that this is impacting most areas of our work and personal lives."

—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! He is AMAZING! Our builders loved him and just everything he had to say. 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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