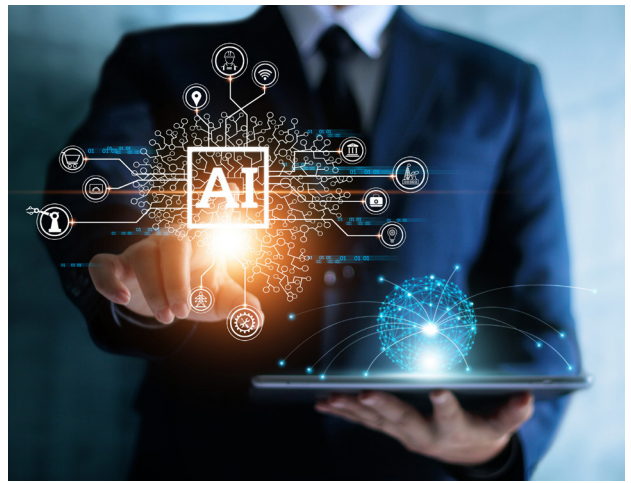


AI, Automation & The Future of Your Industry

Practical AI Strategies to Help Your Industry Improve Productivity, Reduce Costs and Drive Growth

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.



G E N E MARKS

AUTHOR. COLUMNIST. KEYNOTE SPEAKER.

Gene Marks is a business technology columnist, author, CPA and nationally recognized keynote speaker who has spent more than 20 years covering the technologies changing how companies operate.

For Forbes, Gene reports regularly on artificial intelligence, automation, enterprise software, cybersecurity and productivity technology, translating fast-moving technology developments into practical implications for business owners and executives.

He also runs The Marks Group, a technology and business consulting firm that works with hundreds of companies nationwide, giving him firsthand exposure to how businesses are actually evaluating and implementing AI, automation and other technologies.

Gene speaks nationally to manufacturing, construction, distribution, retail, financial-services, technology and association audiences, customizing each presentation to show how AI is affecting that specific industry.

He is also host of the Paychex THRIVE Podcast, where he interviews technology leaders, CEOs and other business experts about the trends shaping business. Prior to founding The Marks Group, Gene spent nine years with 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

Bring Practical Business Intelligence To Your Next Meeting



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