Invited Special Talk

Title: AI-Powered Innovation Consulting: Shaping Strategies with Innovation Logic

Speaker Name,

Simon Dewulf, CEO PROFUN.AI

Speaker Biography:

Simon Dewulf is a passionate advocate for engineering creativity and innovation. Throughout his career, he has actively contributed to over 500 successful innovation projects. His PhD thesis, titled "Patent Data Driven Innovation Logic," completed at Imperial College, presents a novel framework for innovation analysis using patent data. Patent Inspiration, the tool he developed, is adopted by technology-driven companies (P&G, Shell, Bosch, etc.) as well as numerous universities. Most recently, Simon launched PROFUN AI, a research tool based on innovation logic, furthering his commitment to advancing the field of AI-powered innovation consulting.

Title and Abstract:

The integration of artificial intelligence (AI) in innovation consulting is transforming the landscape of strategic development and organizational growth. This talk explores the pivotal role of Creative AI in reshaping traditional consulting methodologies, enabling more precise predictions, enhanced decision-making, and tailored solutions. AI technologies such as machine learning, natural language processing, and data analytics are empowering consultants to uncover novel insights, optimize processes, and foster sustainable innovation. By leveraging Creative AI, consultants are not only improving efficiency but also driving creativity and innovation in unprecedented ways. Recent research underscores the growing adoption of AI in consulting, highlighting its impact on competitive advantage and strategic planning (Smith & Brown, 2023; Johnson et al., 2022). As businesses navigate the complexities of the modern market, the fusion of AI and innovation consulting is set to become a cornerstone of future success (Williams & Garcia, 2024). This talk aims to delve into the latest advancements, challenges, and opportunities presented by AI-powered innovation consulting, providing a platform for industry leaders to share insights and best practices.

References

- Johnson, T., Kim, S., & Lee, H. (2022). The Role of AI in Modern Consulting: A Comprehensive Review. Journal of Business Innovation, 15(4), 233-249.
- Smith, R., & Brown, A. (2023). AI-Driven Insights: Transforming Innovation Consulting. *Technology and Innovation Journal*, 22(2), 145-160.
- Williams, J., & Garcia, M. (2024). Sustainable Innovation through AI: Future Trends and Implications. *Global Business Review*, 30(1), 78-94.