

Title	<i>Leveraging Embedded Intelligence in Industry: Challenges and Opportunities</i>
Speaker	Jim Tung MathWorks Fellow, United States

Abstract

The buzz about AI is deafening. Compelling applications are starting to emerge, dramatically changing the customer service that we experience, the marketing messages that we receive, and some systems we use. But, as organizations decide whether and how to incorporate AI in their systems and services, they must bring together new combinations of specialized knowledge, domain expertise, and business objectives. They must navigate through numerous choices – algorithms, processors, compute placement, data availability, architectural allocation, communications, and more. At the same time, they must keep their focus on the applications that will create compelling value for them. In this keynote, Jim Tung looks at the promising opportunities and practical challenges of building AI into our systems and services.



Biography

Jim Tung is a 30-year veteran of MathWorks, focusing on business and technology strategy, and working with key customers and partners. Jim previously held the positions of vice president of marketing and vice president of business development. Prior to joining MathWorks, Jim held management positions at Lotus Development and Keithley DAS, a pioneering manufacturer of PC-based data acquisition systems.