DRIVING GROWTH AND CULTURAL TRANSFORMATION
THROUGH EXECUTIVE DEVELOPMENT

AI APPLICATIONS IN BUSINESS

Topic Area: AI Strategy & Digital Transformation

Client Industry: Global software provider

EMORY GOIZUETA BUSINESS SCHOOL | Emory Executive Education

The Challenge

Organizational leadership recognized the rapid evolution of AI and sought to stay ahead of industry advancements. The goal of the program was to equip the executive team with the knowledge and strategic vision to integrate AI into core business functions over the next 2–5 years—aligning with their **"Journey to Become AI-Led."**

The Approach

In collaboration with Goizueta Business School faculty, a tailored AI program was developed to:

- **Focus on key functional areas** (Marketing, Operations, and IT) to drive urgency and awareness.
- Provide **deep dives into AI applications** in customer support, marketing, and software development.
- Use **case studies, hands-on applications, and real-world examples** to help leaders connect AI trends to their business strategy.

The Outcome

Participants:

- Developed a **clearer understanding of AI trends** in the software industry.
- Gained **tools to evaluate, prioritize, and implement AI use cases** effectively.
- Began cascading AI insights across the organization to drive adoption.

Key Questions

- How can we strategically integrate AI to transform our business over the next 2–5 years, driving urgency and alignment around AI adoption across functional areas?
- How do we evaluate and prioritize AI use cases for maximum impact?