

EY and SalesChoice announce “Managing the Risks of AI” Video Series

Accelerated interest in AI means that individuals and businesses will need to understand the ethics, risks and impacts of what is being unleashed.

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SalesChoice and EY have come to
together to discuss the hidden risks of AI

and its impact on stakeholders in a new video series, “Managing the Risks of AI.” The series is led by Dr. Cindy Gordon, CEO of SalesChoice, and Cathy Cobey, Technology Risk Partner at EY Canada.



“The AI industry is expecting unprecedented growth in both revenue and investment globally, with many expecting 2018 to be the adoption tipping point,” says Gordon. “As leaders begin to realize the value that AI can bring to their organizations, it becomes imperative to understand and manage the risks that AI insurgence carries at all governance and operating levels. As AI becomes more pervasive in business processes and enables AI guided decision making with actionable insights, the statistical accuracy of the ALGOs cannot be black boxes. Human judgement and statistical validity is not going away with AI any time soon. Unfortunately, many players are black box players, the antithesis of SalesChoice’s brand positioning in the AI market. Our focus is on making data speak, with ethically sound AI.”

In the video series, Gordon and Cobey come together to explore the rise of AI and the impacts it has on everyday business decisions. Together, Dr. Gordon’s understanding of data and analytics, tied with Cobey’s experience in managing technology risks underpin a robust discussion on who has the upper hand in this digital age: customers, organizations or machines.

“It’s becoming more apparent there are significant risk biases being built into AI models,” says Cobey. “Accountability needs to be placed on the various stakeholders involved – board of directors, C-suite executives, IT professionals and regulatory bodies – to review and regulate. If AI cannot explain the rationale behind its analysis, customers and corporations will start to face major ethical, and risk challenges.”

The first video in the new “Managing the Risks of AI” is now live and is available at <https://go.ey.com/2Bc2FBV>

Subsequent videos will be launched on a monthly basis over the next six months.

Who is Dr. Cindy Gordon?

Dr. Cindy Gordon is the Founder and CEO of SalesChoice, a Cognitive Sciences AI-Based Sales Analytics Platform and Data Sciences company specializing in Guided Selling. SalesChoice is an award-winning company, and recently won the National Entrepreneurship Award from Start Up Canada, and the National Innovation Award from CATA and EY. Prior she has held senior leadership roles at Accenture, Xerox and Citicorp. She also has been a partner in venture capital firm, XDLI Intervest. Internationally, she is recognized for her innovation thought leadership with over 14 books in the market. She is currently working on her 15th book called THE AI SPLIT. Cindy is also a Board Director/Advisor with: Corent Technology, TouchTV, Kula and CoursePeer. She is also a recipient of the Governor General's Award for Innovation. Her community track record is extensive, highlights include: CATA (National Media Women in STEM and Innovation Leadership, Spokesperson), Advisor to Enterprise Sales Forum (ESF Toronto), to attract and develop more women into sales careers, Invest CrowdFund (ICC) Canada (Former National Chair), Former National Chair at Women in Technology (CATA: CANWIT), Founding Member of the Toronto MapleLeaf Angels, Former Co-Chair, iCanada (Smart Cities), Former Director, Nightwood Theatre, Former Director, St. Lawrence Theatre, and Former President, Xerox Canada Women in Technology (WIT). Cindy is actively involved in helping to mentor women across Canada in the STEM sector, to close the diversity gaps of attracting, developing and sustaining women's growth in the STEM technology sector(s).

Who is Cathy Cobey?

Cathy Cobey is a Technology Risk Partner at EY Canada. Her primary focus is collaborating with clients on the risk and control implications of emerging IT areas including digital, robotics, cyber, blockchain, cloud computing and artificial intelligence. A CPA by background, Cathy is able to combine her understanding of emerging business and global risks to ask better questions and achieve better working outcomes across multi-dimensional technology issues.

Cathy is the Canadian leader of EY's Advisory Women's Network, which was launched to develop connections and strengthen relationships across the firm's woman leadership team, provide a forum to share insights from its personnel "Paths to Success", and further enhance leadership skills in women leaders.

Cathy has also been a member of EY's Climate Change and Sustainability Services practice for over 8 years, providing assistance to clients in creating and preserving value by embedding sustainability throughout their organization.

For more information please contact:

Malay Upadhyay, SalesChoice Inc. Victoria McQueen, EY Canada

343-989-0363

416-943-3141

malay.upadhyay@saleschoice.com

Victoria.McQueen@ca.ey.com

About SalesChoice Inc.

SalesChoice a Cognitive Sciences AI-based sales analytics platform and Data Sciences company that helps accelerate B2B organizations to reduce cost of sales by 20-30%, increase top-line revenue by 15-20%, and improve sales forecasting accuracy by 20-50%. The company has four solution offerings in the market: Predictive Analytics (prioritizes all sales opportunities and predicts outcomes up to 95% predictive accuracy), Prescriptive Analytics (7x24 sales guided selling coaching insights), Propensity to Purchase (customer purchasing intention signals outside the CRM), and Data Science as a Service (DSaaS) to help clients solve difficult CRM data science challenges using Advanced AI Methods, including predictive churn.

SalesChoice is an ISV AppExchange partner of Salesforce, with an open API, and is also a certified Einstein Analytics solution provider. The company has won numerous awards recently including: Innovation National and Regional Award Winner – Start Up Canada 2017, 30 Most Innovative Companies 2017, The Silicon100 List 2017 and Top 25 Most Empowering Big Data Company Award 2016.

For more information, please visit <http://www.saleschoice.com/>. Follow us on LinkedIn at <https://www.linkedin.com/company/saleschoice> or on Twitter @Saleschoice_inc.

About EY

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Cindy Gordon
SalesChoice
6474776254
email us here

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