

Brandeis Marshall, PhD, Recognized By Influential Women, Builds Leadership Infrastructure For An AI-Driven Future

SMYRNA, GA, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- Through DataedX Group®, UnAI-able™, and Black Women in Data, the computer scientist, author, and former Harvard, Stanford, and Siegel Family Endowment fellow is redefining what it means to lead through data, AI, and organizational complexity

SMYRNA, Ga. — AI has given organizations more tools, more possibilities and, in many cases, more questions than answers.

Where should AI actually be used? Who is accountable when it goes wrong? How should leaders make decisions when technology is moving faster than the organization? And how do people remain clear, intentional, and capable of exercising judgment as the systems around them become more complex?

For Dr. Brandeis Marshall, those questions have become the foundation of a growing body of work and three interconnected ventures designed to address them from different angles.

DataedX Group® helps organizations govern AI. UnAI-able™ challenges individuals to think and act intentionally in an AI-saturated world. Black Women in Data (BWD) is becoming a professional organization and events channel for experienced Black women shaping the future of data.

Together, they reflect a leadership philosophy grounded in a simple premise that technology may accelerate decisions, but people remain responsible for making them well.



From Computer Scientist to Builder of Influence

A computer scientist by training, former professor and department chair, executive advisor, author and entrepreneur, Dr. Marshall has spent decades moving between technical environments, academic institutions, boardrooms and emerging technology debates.

Her career includes serving as a faculty associate at Harvard University's Berkman Klein Center for Internet & Society, a Stanford Digital Civil Society Lab Practitioner Fellow, and a Partner Research Fellow with Siegel Family Endowment.

But her career is defined by more than credentials. It is defined by a willingness to question assumptions, recognize when an environment no longer fits and build something new when the opportunity calls for it.

"I've learned that you don't have to stay in places that don't recognize what you bring," says Dr. Marshall.

That principle has shaped a career of deliberate reinvention: from computer science professor to data strategist, from scholar to entrepreneur, from author to executive advisor, and ultimately from individual practitioner to builder of organizations designed to influence how an industry thinks.

Today, that evolution is converging across three platforms.

DataedX Group: Governing AI at the Organizational Level

At the center of the portfolio is DataedX Group, Dr. Marshall's consulting and advisory firm focused on data strategy, AI governance, responsible technology orchestration and organizational clarity.

Its premise is straightforward: AI strategy without data strategy is fragile, and AI adoption without governance is risk masquerading as innovation.

DataedX Group helps organizations understand what data and technology they have, how they are using them, where the gaps are, and what needs to change. Its work spans data governance, data strategy, data modeling, analytics, data ethics, enterprise AI adoption and the operational realities of translating policy into practice.

Dr. Marshall approaches AI neither with uncritical enthusiasm nor fear. Instead, she challenges leaders to understand the systems they are deploying and the organizational consequences those systems create.

Her perspective has been shaped by observing multiple technology cycles, from telecommunications and the internet to mobile computing and today's generative AI boom.

Technology changes. The organizational consequences remain.

That perspective positions DataedX Group to become an authority on a question organizations can no longer afford to avoid: How should an organization govern ever-evolving AI?

UnAI-able: Developing Human Agency in an AI World

If DataedX Group addresses the organizational question, UnAI-able™ addresses the individual one: How should people think and act when AI is everywhere?

UnAI-able is emerging as an intellectual movement built around the idea that human judgment, curiosity, context, critical thinking, creativity, discernment, intention, and accountability become more—not less—important as machine-generated outputs become increasingly convincing.

The concept originated in Dr. Marshall's Medium writing about generative AI and resonated with people trying to understand what remains uniquely human in a technology environment increasingly capable of producing content, recommendations, analysis and decisions without required oversight.

UnAI-able challenges the instinct to measure technological progress simply by how much machines can produce. Instead, it emphasizes what humans should continue to own. That's context, judgment, intention, accountability and meaning.

If DataedX Group is becoming the authority on how organizations govern AI, UnAI-able is becoming a movement for how individuals think and act in AI.

Black Women in Data: From Community to Professional Influence

The third pillar is Black Women in Data, founded by Dr. Marshall in 2020.

BWD is evolving into a professional organization and events channel for experienced Black women shaping the future of data. These women have already built careers, led teams, advised organizations, launched businesses, solved difficult problems and accumulated the expertise that comes from being in the deep invisible work.

At this stage of their careers, they are looking to increase their leadership influence, shape organizational decisions, build or grow their own consulting practice, navigate executive complexity without losing clarity or identify concrete approaches that turn their experience into greater strategic impact.

Responding to these phases are at the heart of the fifth annual Black Women in Data Summit, taking place September 18–20, 2026, in Atlanta, Georgia.

The 5th Black Women in Data Summit

Under the 2026 theme “Building With You,” the Summit is designed for experienced data leaders navigating leadership, organizational complexity, consulting, entrepreneurship and the future of data. It is a high-value thinking environment for accomplished professionals who want to sharpen their influence, exchange hard-earned knowledge, challenge assumptions, strengthen strategic clarity and determine what comes next.

The Summit is built for women who are thinking beyond the next promotion, project or credential. The environment, conversations and sessions look toward greater leadership influence, strategic clarity, and professional possibility.

Since its founding, BWD has created opportunities for professionals to connect and learn from one another. Its next evolution is more intentional: creating a professional platform where experienced leaders can think together about the decisions, opportunities and complexity that come with greater influence.

Building an Ecosystem, Not Just a Portfolio

The three ventures may serve different audiences, but they are connected by one idea: people need stronger judgment and greater agency as technology increases the complexity of the environments in which they work.

DataedX Group builds organizational capability. UnAI-able develops individual agency. Black Women in Data develops professional connection, leadership influence and collective expertise.

Her position is neither anti-AI nor blindly pro-AI. It is pro-intentionality.

Dr. Marshall believes innovation is valuable only when people can understand it, govern it, question it, and use it deliberately. That conviction is particularly relevant as organizations race to determine what generative AI means for productivity, workforce strategy, operations and competitive advantage. Organizations need reliable data, thoughtful governance, responsible implementation and leaders capable of understanding both the possibilities and limitations of emerging technology.

Her research and writing have consistently explored those questions, including work challenging premature assumptions about assigning human rights or personhood to AI and emphasizing the need for social frameworks that protect people affected by AI systems.

Her books extend the conversation. She is the author of *Data Conscience: Algorithmic Siege on Our Humanity* (Wiley, 2022), co-editor of *Mitigating Bias in Machine Learning* (McGraw-Hill, 2024), and a contributing author to *The Black Agenda* (Macmillan, 2022).

The Next Chapter: From Expertise to Influence

Dr. Marshall’s career has never followed a straight line. Now, she is building an ecosystem for leadership in the AI era for organizations through DataedX Group, for individuals with UnAI-able

and experienced data professionals under Black Women in Data.

Three platforms. One throughline:

Make people more capable of navigating complexity without surrendering their judgment.

For Dr. Marshall, the future of leadership centers on becoming more intentional about the decisions technology makes possible and developing the influence to shape those decisions.

That is the work happening now.

And in September, experienced Black women leading through complexity from across the country will gather in Atlanta to do it together.

The 5th Black Women in Data Summit

September 18–20, 2026

Atlanta, Georgia

Theme: “Building With You”

Ticket options are available now until September 13, 2026, including Leader (General Admission), Connector, and Weekender experiences.

Learn more and explore ticket options: Black Women in Data Summit 2026

Learn More about Dr. Brandeis Marshall:

Through her Influential Women profile, <https://influentialwomen.com/connect/Brandeis-Marshall> or through her websites, <https://dataedx.com/>, <https://www.blackwomenindata.com/> & <https://www.brandeismarshall.com/>

Social media:

Brandeis Marshall — LinkedIn

Black Women in Data — LinkedIn

DataedX Group — LinkedIn

Black Women in Data — Instagram

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