

# Blue Ivy Communications to Host Quarterly AI Series for South Palm Beach County Businesses in Delray Beach

*"Chasing AI: The Shift to an Agentic Work Environment" begins October 16, hosted by Blue Ivy CEO Mark Burns in collaboration with the Delray Beach Chamber*

WEST PALM BEACH, FL, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Blue Ivy Communications, one of South Florida's leading public relations and strategic communications firms, is launching a quarterly series to help local businesses navigate artificial intelligence, in partnership with the Greater Delray Beach Chamber of Commerce. The first session of "[Chasing AI](#): The Shift to an Agentic Work Environment" takes place October 16 at the Greater Delray Beach Chamber of Commerce.

The series is built for business owners and their teams who are trying to make sense of a technology that changes every few months. Sessions are led by experts in AI systems and business processes. Broad by design, the focus is on how AI is changing the way businesses operate, serve customers, and compete. Business owners and teams with roughly 5 to 50 people will find something useful, from those just beginning to explore AI to established teams weighing bigger decisions together.



Blue Ivy Communications Logo



Greater Delray Beach Chamber of Commerce

Every session will assess the current pulse of how AI is reshaping business, so the October conversation and those that follow will reflect a landscape that keeps evolving. Bluelvy's aim is to facilitate and lead the conversation on AI adaptation for businesses in South Palm Beach County.

"Every owner we talk to has the same two feelings about AI at once. They know it matters, and they have no idea where to start," said Mark Burns, CEO of Bluelvy Communications. "This series is built for that guidance. We are not here to sell software or hand out prompt lists. We are here to help owners and their teams make clear, confident decisions about a technology that keeps moving."

"Our job is to give our members the tools and the relationships they need to grow, and right now nothing is generating more questions than AI," said Stephanie Immelman, President and CEO of the Greater Delray Beach Chamber of Commerce. "Partnering with Bluelvy on a quarterly series means our members do not have to sort this out alone. They get honest guidance from people who work with this every day, alongside other owners facing the same decisions."

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*Mark Burns, CEO of Bluelvy Communications*

The October 16 session features two inaugural speakers. Brian Schmitt is CEO of Chief of Life, a conversion optimization agency that runs data-driven experiments for brands including Hydro Flask and Osprey and now helps companies apply AI and automation with rigor. Radu Pisano is the founder of Pisano Designer, a Delray Beach firm that helps businesses adopt AI and automation they own and can audit, drawing on years of IT expertise and digital forensics.

# Chief of Life

Chief of Life

The logo for Pisano Designer features a large, stylized letter 'P' in a dark blue color. To the right of the 'P' is a graphic element consisting of three small blue circles connected by thin lines, resembling a network or a stylized 'i'. To the right of this graphic, the words 'Pisano Designer' are written in a bold, sans-serif font, with 'Pisano' on the top line and 'Designer' on the bottom line.

# Pisano Designer

Pisano Designer

"The businesses getting real value from AI are not the ones using the most tools. They are the ones asking better questions and testing their assumptions," said Brian Schmitt, CEO of Chief of Life. "I have spent more than two decades running experiments to separate what actually works from what only sounds good, and that discipline matters more now, not less. I am looking forward to giving owners a practical way to see where AI earns its place and where it does not."

"Most AI problems I see are not technical. They are accountability gaps. A tool gets adopted, and nobody decided who checks its work or what happens when it is wrong," said Radu Pisano, founder of Pisano Designer. "After sixteen years in digital forensics, I have seen where that leads. My message to owners is simple. You can put AI to work without taking on risk you cannot see, and this series is a chance to show them how."

"Chasing AI" launches Friday, October 16, from 8:30 to 10 a.m. at the Greater Delray Beach Chamber of Commerce, 140 NE 1st Street, Delray Beach. Registration is free for Delray Chamber members and first-time Chamber guests.

Reserve a seat at <https://delraychamber.growthzoneapp.com/chambercalendar/Details/chasing-ai-session-1-1917667?sourceType=Hub>. Additional sessions will follow each quarter. To learn more, visit [blueivycommunications.com](https://blueivycommunications.com) or contact the Chamber.

#### About Blueivy Communications

Blueivy Communications is a full-service public relations, marketing, and strategic communications agency serving clients throughout South Florida and beyond. Founded in 2011 by Melissa Perlman and led today with CEO Mark Burns, the agency specializes in media relations, content strategy, crisis communications, thought leadership, digital marketing, and reputation management. Blueivy has integrated agentic AI across its work, using it to strengthen research, monitoring, and content while keeping senior judgment and client relationships in human hands, and it helps clients adapt to the same shift. The agency serves clients across the nonprofit, legal, finance, technology, healthcare, education, civic, sports, and business sectors and is headquartered within the 1909 entrepreneurial ecosystem in West Palm Beach, with an additional office in Delray Beach. For more information, visit [blueivycommunications.com](https://blueivycommunications.com).

#### About the Greater Delray Beach Chamber of Commerce

The Greater Delray Beach Chamber of Commerce is comprised of more than 800 businesses and professional firms working together to make Delray Beach a great Community. For nine decades, the Chamber has served as the hub of business where stakeholders intersect with government, technology, health care, education, economic development, tourism, arts, culture and non-profit interests. The Chamber's long-time business owners coupled with new up and coming entrepreneurs create a vibrant business landscape. Learn more at [www.delraybeach.com](https://www.delraybeach.com).

#### About Chief of Life

Chief of Life is a fractional AI consulting firm helping companies turn AI from a talking point into working systems. Led by founder Brian Schmitt, the firm serves as a fractional Chief AI Officer,

leveraging agentic AI for small and mid-market businesses. With more than \$314 million in measurable client revenue across 14 years in performance marketing and CRO, Schmitt brings deep experience turning data into decisions for brands like Chubb Insurance, Gusto, Hootsuite, OXO, and The Shade Store. Learn more at [ChiefOf.Life](https://www.chiefof.life).

#### About Pisano Designer

Pisano Designer is a Delray Beach consultancy that helps small and mid-sized businesses automate repetitive work while keeping full ownership and control of their data. Founder Radu Pisano draws on an IT career spanning three decades, including 16 years in digital forensics, to build simple, secure workflows designed to hold up when things go wrong, and to tell clients plainly when AI is not the right tool. Pisano Designer serves businesses across South Florida. For more information, visit [pisanodesigner.com](https://pisanodesigner.com).

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