

## Minds & Machines: Balancing Progress with Responsibility

### ROUNDTABLE CHAIR



#### **Brendan McGeehan**

Data and Analytics Leader,  
US Digital Hub IKEA

[LinkedIn](#)

### ROUNDTABLE SUMMARY

Artificial Intelligence is revolutionizing industries: introducing new ways to engage with customers, creating new products and sales channels, and boosting coworker efficiency. Its potential seems limitless. But that potential rests on a foundation of trust that the design and implementation of these tools are grounded by a sense of ethics, responsibility, and legality. I plan to discuss IKEA's journey in exploring AI opportunities, including implementing our IKEA GPT extension, but would also like roundtable attendees to share their experiences in balancing innovation with responsibility when integrating AI solutions into their business.

### ROUNDTABLE KEY TAKEAWAYS

1. Potential frameworks for responsible AI development
2. Strategies for navigating challenging data privacy and legal issues related to AI development
3. Thoughts on preparing for the future in an ever-changing AI landscape