



The NEIBC community is cordially invited to an exciting evening exploring **Artificial Intelligence (AI)**

Keynote speech by:  
**Joe Barkai**  
Industry Analyst, Strategy Adviser and Author

## **Future Perfect? How Intelligent Machines Are Shaping Businesses, Society and the Workplace**

Four Israeli companies will present their AI based products:

- **Cangrade: Gershon Goren, Co-Founder & CEO.**
- **Shamaym: Ofir Paldi, Founder & CEO**
- **Shipln: Ilan Naslavsky, Founder and CTO**
- **WINT: Guy Vachtel, Vice President, Business Development**

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- **Time:** 6:30pm - 8:30pm
  - **Date:** Thursday, March 7th
  - **Location:** INFINIDAT, 500 Totten Pond, Waltham, MA

This event is free and open to the public

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[\*\*RSVP\*\*](#)

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**Sponsored By:**



## **Abstract: Future Perfect? How Intelligent Machines Are Shaping Businesses, Society and the Workplace**

Artificial intelligence is powering the breakneck transition from the Information Age to the Age of Intelligent Machines and profound changes in of business, society, and everyday life.

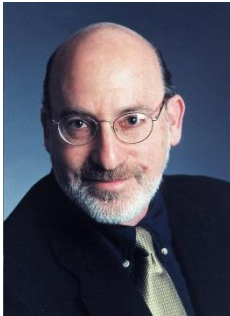
In the not so distant future, AI technologies will be pervasive in almost every new product and service. Autonomous cars, personalized medicine, chatbots and cobots, and other types of intelligent machines promise to automate processes and boost efficiencies, create new disruptive products and services, and improve the quality of life of many individuals.

But these intelligent machines will also track our every move, create and expose societal biases, eliminate jobs, and, some fear, will one day develop a will of their own and go rogue.

In his talk, Joe will offer a perspective about the promise and perils of AI and machine learning technologies in both business and everyday life. He will explain the principles of AI and machine learning technologies, what they can and cannot do (at least not in the foreseeable future), and the threats, both real and perceived, posed by autonomous machines in a future dominated by AI.

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### **About the Keynote Speaker:**



#### **Joe Barkai:**

Joe Barkai is a recognized industry analyst, strategy advisor, blogger, and published author. His focus is on researching, forecasting, and the strategic application of technology to drive innovation, competitiveness, and business processes excellence.

With more than 30 years of experience helping organizations across diverse industries chart their product and market strategies, Joe offers a unique ability to "connect the dots" and articulate the business value of emerging technologies such as the Internet of Things, artificial intelligence, augmented reality, and machine learning.

In his book *The Outcome Economy: How the Industrial Internet of Things is Changing Every Business*, Joe explores the impact of the Industrial Internet of Things on manufacturing companies and offers a perspective on product innovation and operation in an always-connected world.

Joe also serves as the Chairman of the Automotive IoT program at SAE, the world's largest organization of automotive engineers, giving him a unique perspective on emerging technologies and business models in connected cars, autonomous driving, and mobility of the future.

Previously, as Vice President of Research at IDC, a leading global market research firm, Joe led global research across a broad spectrum of industries, including automotive, industrial equipment, aerospace, construction machinery, medical devices and high-tech

### **About The Israeli Companies:**



#### **Cangrade: Gershon Goren, Co-Founder & CEO.**

Cangrade develops and markets SaaS based predictive analytics based solution that analyzes what makes employees successful at a company and helps the company to find their next great hire.

Gershon Goren, Co-founder & CEO is an accomplished technologist and entrepreneur with over 15 years experience. Gershon led the engineering group at Webdialogs, a provider of online meeting and communication solutions which was acquired by IBM in 2007. Following the acquisition Gershon acted as Chief Software Architect in the Lotus group of IBM, delivering LotusLive (now known as IBM SmartCloud) - a cloud based collaboration suite. After leaving IBM he got involved in a number different ventures, but decided to focus on Cangrade's mission of leveling the playing field for job seekers. Gershon loves cycling and thinks that

bicycle is the best form of transportation. Gershon holds degrees in CS and Management of Information Systems from Ben Gurion University of Negev, Israel. [www.cangrade.com](http://www.cangrade.com)



### **Shamaym: Ofir Paldi, Founder & CEO**

Shamaym helps organizations of all kinds embrace continuous learning and build a culture of excellence, accountability, and transparency from the ground up. Even in today's time-starved environment, the Shamaym model enables businesses to turn individual mistakes into shared opportunities for constant improvement and greater success.

Shamaym was inspired by its team's experiences in the Israeli Air Force, where personal debriefing-based sharing allows entire teams to learn from each member's past performance, and to avoid repeating mistakes by taking responsibility for them. Supported by an innovative AI-based technology platform for managing lessons learned, Shamaym's methodology produces fast results, leading to immediate and constant improvement in the organization.

The company works with hundreds of companies in such diverse sectors as high tech, pharma, healthcare, and government, as well as the military, and creates a precise learning process tailored to fit existing conditions at each organization. The training includes self-learning, workshops, and team programs, with short and effective lessons that illustrate the importance of actionable thinking—the difference between learning and doing. Shamaym manages the process of organizational change, and ensures that companies maintain a fast pace in their core businesses throughout the training.

Founded in 2012 by CEO Ofir Paldi, Shamaym was named with a Hebrew word meaning “flying sky high.” Chosen to salute the company's roots in aviation, the name also stands for its commitment to making a positive impact on society by building better communities through accountability culture, helping people further their personal and professional advancement, and helping organizations strive for excellence. The company is based in Tel Aviv, Israel, with offices in Boston, Massachusetts. [www.shamaym.com](http://www.shamaym.com)



### **Shipln: Ilan Naslavsky, Founder and CTO**

Shipln develops AI and computer vision solutions for the maritime industry, the backbone of the global economy, responsible for 90% of the global trade. We continuously analyze visual data captured on board vessels to provide fleet stakeholders with visibility and real-time incident prevention, as well as improve risk management and vessel automation. Focusing on People, Equipment and Processes on board, we utilize cameras to capture visual data, machine learning to detect events, and an analytics engine to distill information into actionable insights for performance improvement.

Ilan Naslavsky has been an entrepreneur and technologist his whole career, in senior and executive R&D roles in Israel, US, and Chile. Twice he completed the end-to-end startup cycle: from inception through acquisition. Most recently Ilan founded Newvem (a pioneer in cloud usage analytics for public clouds – AWS, Azure, Google) and served as CTO until its acquisition by Datapipe (now RAX); earlier at Aduva (a knowledge-based software lifecycle management automation company), as the company's Chief Architect he led R&D and the company's acquisition by Sun Microsystems (now ORCL). Following both acquisitions, Ilan took senior R&D roles in the acquiring companies. Recently before founding Shipln, he established the data science and software practice for a mineral exploration technology company, in Chile and Boston. [www.shipinsystems.com](http://www.shipinsystems.com)



### **WINT: Guy Vachtel, Vice President, Business Development**

WINT – Water Intelligence. WINT detects and stops leaks at the source using Artificial Intelligence. It alerts you when water is leaking and can automatically shut it off. Intelligent real-time monitoring identifies sources of leaks and waste, reducing water consumption and preventing damage for some of the world's largest organizations.

Prior to Wint Guy headed strategic channel sales for Infostretch, a boutique services company. Before Infostretch, he worked at Perfecto Mobile (Acquired by Perforce), leaders in cloud-based testing, automation and monitoring solutions for mobile, where he forged global relationships with strategic partners such as HP, IBM, CA and Microsoft and built the Customer-Success organization. Earlier in his career, Guy led product sales across North and Latin America at Mavenir (formally Comverse), a leading supplier of enhanced communication and billing services. There he managed value-added services, product, sales and marketing strategies for the Americas region.

Guy holds a BSc and a degree in Electrical & Computing Practical Engineering from the Technical College of the Air Force. [www.wint.ai](http://www.wint.ai)

**RSVP**

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