

**The Artificial Intelligence Group**  
**INTELLIGENT CONVERSATIONS IN AI**  
*Stimulus, Discussion, Community*  
20<sup>th</sup> July 2021

This SIG is championed by **Laurent Brisedoux** of **Amazon**, **Phil Claridge** of **Mandrel Systems**, **Richard Dearden** of **AstraZeneca**, **Gunter Haberkorn** of **Magna International**, **Vaiva Kalnikaite** of **Dovetailed** and **Peter Whale** of **Vision Formers**

**AGENDA**

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- 17:00** Orientation and networking in Remo
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- 17:10** CW welcome by **Peter Whale, Artificial Intelligence SIG Champion** and **Founder, Vision Formers**
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- 17:15** **Session to be chaired by Peter Whale, Artificial Intelligence SIG champion**  
Presentation of stimulus by **Matthew James Bailey, Founder & CEO, AIEthics.World**
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- 17:30** Small group discussion
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- 17:58** Wrap-up by **Peter Whale, Artificial Intelligence SIG Champion**
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- 18:00** End of session followed by networking
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- 18:30** Event close
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With the permission of the speakers, presentations will be loaded to the CW website after the event

**Profile of organisers****Cambridge Wireless (CW)**

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With over 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 19 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises major conferences and start-up competitions along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

**Profile of SIG Champions****Laurent Brisedoux, Amazon**

Laurent has been heading the Amazon R&D team in Cambridge, part of the Lab126 organization, since its creation in 2014. His group is responsible for developing software for Amazon's consumer electronic devices such as Cloud Cam, Echo Look, Echo Show and many more innovative products to come. Prior to that, Laurent was in charge of the development and productisation of imaging technologies at Broadcom. He joined the Broadcom Mobile Multimedia group in 2004 with the acquisition of Alphamosaic, one of the Silicon Fen 'success stories'. Laurent is also a junior angel investor and working with several technology startups in the Cambridge area. [www.amazon.co.uk](http://www.amazon.co.uk)

**Phil Claridge, Mandrel Systems**

Phil Claridge is a 'virtual CTO' for hire within Mandrel Systems covering end-to-end systems. Currently having fun and helping others with large-scale AI systems integration, country-wide large scale big-data processing, hands-on IoT technology (from sensor hardware design, through LoRa integration to back-end systems), and advanced city information modelling. Supporting companies with M&A 'exit readiness', due-diligence and on advisory boards.

Past roles include: CTO, Chief Architect, Labs Director, and Technical Evangelist for Geneva/Convergys (telco), Arieso/Viavi (geolocation), and Madge (networking). Phil's early career was in electronics, and still finds it irresistible to swap from Powerpoint to a soldering iron and a compiler to produce proof-of-concepts when required. [www.mandrel.com](http://www.mandrel.com)

### **Richard Dearden, AstraZeneca**

Richard is a Senior Director in R&D Data Science and Artificial Intelligence at AstraZeneca in Cambridge, UK. He leads a team doing a wide variety of data analytics, artificial intelligence and optimisation projects in the areas of clinical trial design and clinical supply chain. Richard is also an industrial advisor for the University of Birmingham-based National Centre for Nuclear Robotics. He has spent six years in industry, previously working at Schlumberger's Cambridge Research Centre where he led a robotics and AI team working on drilling automation and other oilfield applications. Prior to joining Schlumberger, Richard was Reader in Intelligent Robotics at the University of Birmingham, where he was a principal investigator on a number of UK and European-funded research projects, including work on robotic manipulation with the German Space Agency, DLR, and on autonomous underwater vehicles with the National Oceanographic Centre. From 1999 until 2005 Richard worked as a research scientist at NASA Ames Research Centre, and for part of that time ran the Model-based Diagnosis and Recovery Group. He worked primarily on the Mars Exploration Programme, including work on planning daily activities and fault diagnosis for Mars rovers. His team also developed the Livingstone 2 fault diagnosis engine which was used for a number of projects including being successfully deployed on-board the EO-1 satellite mission. [www.astrazeneca.co.uk](http://www.astrazeneca.co.uk)

### **Gunter Haberkorn, Magna International**

Gunter works in the Corporate R&D Department and has years of experience in complete vehicle engineering. He is looking into Product and Technology trends within the automotive industry with a special interest in autonomy, mobility solutions, manufacturing and electrification and especially technologies which can support advancements in these areas. [www.magna.com](http://www.magna.com)

### **Vaiva Kalnikaitė, Dovetailed**

Dr Vaiva Kalnikaite is the founder of Dovetailed and an expert on behaviour design for human-machine interactions for artificial intelligence, internet of everything and digital environments. She holds a PhD in Human Computer Interaction and has worked for companies like Microsoft, PARC and GE. She recently appeared on BBC Click and in the Stylist Magazine. She is an RSA fellow. [www.dovetailed.co](http://www.dovetailed.co)

### **Peter Whale, Vision Formers**

Peter is Founder & CEO of Vision Formers the specialist consultancy that helps visionary technology businesses get product to market and turn ideas into reality. Vision Formers provides significant expertise in accelerating business growth through a focus on developing a robust product strategy, growing and coaching product and development teams, and providing operational excellence. Peter has a long track record of conceiving, developing and marketing successful technology-based solutions, deployed at scale, globally. Innovative products Peter has brought to market in digital, cloud, AI, consumer electronics and telecommunications have been used by countless millions of people on a daily basis globally, badged by the world's leading digital and technology brands. Peter is a board member of CW (Cambridge Wireless) and co-leads its Artificial Intelligence special interest group. [www.visionformers.com](http://www.visionformers.com)

## Profile of speaker

### **Matthew James Bailey, AIethics.World**

Matthew James Bailey is an internationally recognised pioneer and authority in the fields of Innovation, Artificial Intelligence, Smart Cities and The Internet of Things. Bailey excels at inventing, guiding and realising large scale systems change. His extraordinary leadership is widely acknowledged throughout governments and the private sector. He is a sought-after advisor, consultant and keynote speaker. He has recently published his first book - ***Inventing World 3.0 - Evolutionary Ethics for Artificial Intelligence*** - a new philosophy for Humankind and AI and pragmatic advancement of Darwin's theory of evolution for organic & digital intelligences. ***Inventing World 3.0*** is a thrilling guide on how human civilisation can advance beyond the limitations it faces today. It honors the precious gift of all forms of intelligence and life. It presents a compelling opportunity, based on an unshakeable foundation embodied with ethics, to powerfully advance a flourishing destiny for our societies and our world - <https://aiethics.world/the-book> [aiethics.world](http://aiethics.world)