



# CARL HOLDEN

AI STRATEGY CONSULTANT | SPEAKER | AUTHOR

“I have seen the capability of AI so far and I’m mostly optimistic! AI as a tool is going to have incredible effects on mankind. My mission now is to teach organizations and individuals how to use it effectively and ethically... keeping the human at the center for sustainable success and TRUST.”

INNOVATIVE | ENGAGING | INSIGHTFUL



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## BOOKING DETAILS:

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**BAILORGROUP**

## TOP 3 SPEAKER PROGRAMS



### THE TRUST FRAMEWORK: ETHICALLY INTEGRATING AI

Each letter of TRUST stands for a principle with 5 key supporting elements for implementing AI ethically and effectively in any organization. These principles of human-centricity allow teams to benefit from AI without eroding human trust.



### THE POWER OF AI FOR BUSINESS

Learn to harness the potential of AI for any business, from small businesses to multi-national organizations. And do it in a way that right for your people, and TRUST that they will do far more amazing things than a computer every would.



### THE EXECUTIVE ORDER ON AI & OPPORTUNITIES AHEAD

The US Government is serious about integrating AI into every agency. Get caught up on the United States' longest executive order and the current news and opportunities for AI within government agencies and contracting, as well as Cyber Security.

## ABOUT CARL HOLDEN

Carl Holden is a LinkedIn Top Voice in AI. He has 150+ hours of certified training in how to leverage bleeding-edge artificial intelligence, which he gained from the Wharton School of Business, IBM, Microsoft, Google, and other leaders in the field. For the last decade, he has been the creative director and joint owner of Zellus Marketing, a digital marketing agency known for propelling its clients to top Google rankings locally and nationally.

As a former Toastmasters world semifinalist, Carl now speaks regularly at networking events and conferences, sharing battle-tested tips in marketing and AI. He is an Amazon Top Author in Marketing and Web Analytics, an AI contributor to the Huntsville Business Journal, and a writer for Forbes Business Council. As an optimistic yet risk-aware early adopter, his understanding of AI fundamentals and hands-on experience with generative AI tools stem from his work in his agency and other entrepreneurial endeavors.

Most importantly, Carl is a husband and the father of two boys. He lives with his wife and family in the Huntsville area of north Alabama. He enjoys traveling with them, binging dumb TV with his wife, trying new places to eat, driving his Jeep truck, and playing video games.