



# THE VALUE OF DATA AND AI: Strategies for Senior Leadership

## Overview

**Program Dates:**  
**March 29-31, 2021**  
**Program Fee: \$9,000**

Today's most valuable companies and innovative startups are increasingly driven by data and artificial intelligence (AI). Understanding the value of data and AI is not only a critical differentiator for firms in today's economy, but has profound implications across a number of core business functions and strategic activities—in pricing, valuation, ESG and CSR, services, mergers and acquisitions, investment, and much more. Additionally, the emergence of new public data markets makes clear that billions of dollars and the financial success of many firms will be determined by their ability to price and value data and AI successfully.

In this three-part live online executive program, Stanford faculty take senior executives and key decision-makers through the emerging business strategies and research around the economics of data and AI. Participants explore the latest developments, challenges and solutions in data and AI valuation, the key technologies and platforms in play, questions around data markets, treating AI as a service, value of incremental algorithmic innovations, as well as the implications of regulatory, privacy and fairness considerations of these new platforms.

## Key Benefits

Gain critical knowledge that will help you and your organization make better strategic and financial decisions around data and AI, and successfully navigate this rapidly changing landscape.

- Learn about different business models and approaches to valuing data and AI.
- Improve your ability to lead strategic conversations around data and AI.
- Gain a better understanding of how environmental considerations (risk, fairness, regulation) impact strategic financial considerations.
- Improve your ability to successfully manage emerging trends in data markets, valuation, and pricing.
- Drive innovation and cultural change around the economics of data and AI.

## Who Should Attend

- Senior executives and board members—from any size company, any industry, and any country.
- Key decision-makers and executives seeking a better understanding of the financial implications of data and AI for their corporate strategy or financial leadership.
- Policymakers and regulators needing to understand key financial and regulatory considerations around the financial implications of data and AI markets and valuation strategy.
- Example titles and functions: chief financial officer, chief strategy officer, chief executive officer, board member/ director, chief technology or chief information officer, finance, purchasing/ acquisition, sales, valuation, mergers and acquisition, investment, strategy.

## Participant Profile

Senior Leadership and Decision-Makers who are in a position to make impact in their organizations. You drive core business, finance, and strategic decisions and need to understand the rapidly evolving landscape around data and AI in these areas—in a short course format.

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- Policymakers and regulators needing to understand key financial and regulatory considerations around the financial implications of data and AI markets and valuation strategy.
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*No technical AI or computing skills are required for this executive program.*

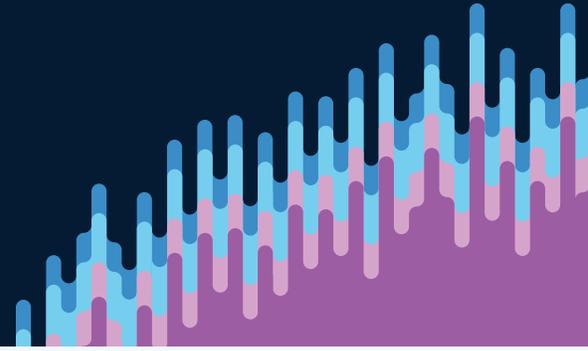
## More Information

**Deadline to Apply: March 22**  
**Awarded: Statement of Participation**  
**Contact: [John Robichaux](#), Director of Education**

[APPLY TO THE PROGRAM](#)



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## Application Information

This Stanford HAI Executive Education program is designed for leaders who are in a position to make impact in their organization.

## What We Look For in Your Application

We seek uniqueness and potential for positive impact. Active and engaged participants who expect to be challenged, to grow, and to learn. Individuals who desire the knowledge, Stanford frameworks, and a network that will accelerate their professional impact. From these personal characteristics and mindsets, we will shape a Stanford HAI Executive Education cohort that will equip high-impact decision-makers with the foundation they need to make positive impacts on their organization.

As you prepare your application materials, be sure to include:

- A brief description of how you plan to use the lessons and materials from the program to create significant impact in the future—in your organization or elsewhere.
- Your top two questions coming into the program.
- A brief description of your firm and portfolio.

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## Faculty



### Faculty Director

**Dr. James Zou** is the Assistant Professor of Biomedical Data Science and, by Courtesy, of Computer Science and of Electrical Engineering. He developed the popular “The Value of Data and AI” course at Stanford University with Dr. Stephen Eglash and Dr. Matei Zaharia, and is Faculty Director for the Stanford Institute for Human-Centered AI (HAI) Executive Education course of the same title.



**Dr. Susan Athey** is the Economics of Technology Professor at Stanford Graduate School of Business and Professor of Economics (by courtesy), Senior Fellow at the Stanford Institute

for Economic Policy Research, Director of the [Golub Capital Social Impact Lab](#), and Associate Director for the Stanford Institute for Human-Centered Artificial Intelligence (HAI). In 2020, Dr. Athey testified to the U.S. Congress regarding the impact of artificial intelligence on the economy.



**Dr. Erik Brynjolfsson** is the Jerry Yang and Akiko Yamazaki Professor and Senior Fellow at [Stanford Institute for Human-Centered AI \(HAI\)](#), and Director of the [Stanford Digital Economy](#)

[Lab](#). He is the Ralph Landau Senior Fellow at the [Stanford Institute for Economic Policy Research \(SIEPR\)](#) and holds appointments at the [Stanford Graduate School of Business](#), Stanford Department of [Economics](#) and a Research Associate at the [National Bureau of Economic Research \(NBER\)](#).



**Dr. Daniel Ho** is the William Benjamin Scott and Luna M. Scott Professor of Law, Professor of Political Science, Senior Fellow at the Stanford Institute for

Economic Policy Research, Associate Director for the Stanford Institute for Human-Centered Artificial Intelligence (HAI), and Director of the Regulation, Evaluation, and Governance Lab ([RegLab](#)).



**Dr. Stephen Eglash** developed the popular “The Value of Data and AI” course at Stanford University with Dr. James Zou and Dr. Matei Zaharia. Dr.

Eglash is Director of the Applied Energy Division at [SLAC National Accelerator Laboratory](#), a part of Stanford University. Previously Steve developed and managed research programs at Stanford University in artificial intelligence, data science, energy, and sustainability. Prior to joining Stanford, Steve was CEO of solar cell company Cyrium Technologies, consultant for the National Renewable Energy Laboratory and the US Department of Energy, venture capitalist at Worldview Technology Partners, vice president at SDL (JDSU), and member of the technical staff at MIT Lincoln Laboratory.



**Dr. Mehran Sahami** is the James and Ellenor Chesebrough Professor in the School of Engineering, and Professor (Teaching) and Associate Chair for

Education in the Computer Science department at Stanford University. Prior to joining the Stanford faculty, he was a Senior Research Scientist at Google. He has also served as chair of the ACM Education Board, an elected member of the ACM Council, and was appointed by California Governor Jerry Brown to the state’s Computer Science Strategic Implementation Plan Advisory Panel. Dr. Sahami also teaches two of Stanford’s flagship courses in Computer Science, AI, Ethics, and Technological Disruption.



**Dr. Matei Zaharia** developed the popular “The Value of Data and AI” course at Stanford University with [Dr. Stephen Eglash](#) and Dr. Zou. Dr. Zaharia is Assistant Professor at

Stanford Computer Science. As a technologist, he works on computer systems and machine learning as part of Stanford DAWN and is co-founder and Chief Technologist of [Databricks](#), a data and AI platform startup. Before joining Stanford, he was an Assistant Professor at MIT.