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**The North Star**  
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**August 26th 2021: Incorporating AI and Cognitive Computing into Business Strategy**

This episode of The North Star focuses on the practical role of cognitive computing and AI in organizations. Cognitive computing refers to technologies that learn at scale, reason, and interface with humans in a manner aligned with the way people naturally interact. The underlying technologies comprising cognitive computing include artificial intelligence, machine learning, rules-based solutions, state machines, neural networks, predictive analytics, and quantum computing. This episode will look at three focal points: Gamification, AI and Ethics to offer business leaders insights as to how bes

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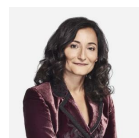
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### Featured Guest



#### Phaedra Boinodiris

A fellow with the London-based Royal Society of Arts, Phaedra Boinodiris has focused on inclusion in technology since 1999. She is currently the business transformation leader for IBM's Responsible AI consulting group and serves on the leadership team of IBM's Academy of Technology. Ms. Boinodiris, co-founder of WomenGamers.com, is pursuing her Ph.D. in AI and Ethics at University College Dublin's Smart Lab. In 2019, she won the United Nations Woman of Influence in STEM and Inclusivity Award and was recognized by Women in Games International as one of the Top 100 Women in the Games Industry. Ms. Boinodiris has authored multiple studies and other publications, including the book Serious Games

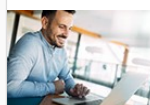
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