# Client Info

Client Name: Phillip Swan

Co-Founder & Chief Product & GTM Officer Iridius

Company Name: Iridius

Company Website: <https://iridius.ai/>

Social Media  
LinkedIn: <https://www.linkedin.com/in/phillip-swan/>

# BIO

**Full Bio:**

Phillip Swan is a visionary technology leader and entrepreneur dedicated to driving innovation and solving complex problems with AI. As co-founder of The AI Solution Group, he empowers Fortune 500 companies to reimagine their business models through the implementation of safe, responsible, and cutting-edge AI solutions. His career spans engineering, product management, sales, and executive leadership, giving him a unique blend of technical expertise and business acumen at the forefront of the AI revolution.

Prior to The AI Solution Group, Phillip held leadership positions at pioneering technology companies, driving innovation in mobile, VoIP, and enterprise software. He has a proven track record of building successful teams, launching groundbreaking products, and navigating the complexities of change management. A sought-after speaker and thought leader, Phillip frequently addresses topics ranging from AI strategy and implementation to customer-centricity and the future of work. He is also the author of the upcoming book, "Go-to-Market Unleashed," which explores the art of deeply understanding customers and building unstoppable momentum. Phillip is committed to ensuring that AI is used ethically and responsibly to augment human capabilities and create a better future for all, focusing on practical application and risk mitigation.

**Summary Bio:**

Phillip Swan is a technology leader and entrepreneur focused on helping Fortune 500 companies responsibly leverage AI. As co-founder of The AI Solution Group, he specializes in delivering safe and innovative AI solutions for industries like manufacturing, financial services, and healthcare.

With a background spanning engineering, product management, and executive leadership, Phillip brings a unique perspective to the challenges of AI implementation. He is a passionate advocate for customer-centricity, emphasizing the importance of data quality and ethical considerations in AI projects. Phillip is also the author of the upcoming book, "Go-to-Market Unleashed," focusing on understanding customer needs to drive business growth.

**Short Bio:**

Phillip Swan: AI innovator, entrepreneur, and co-founder of The AI Solution Group. Helping Fortune 500s leverage AI responsibly. Author of "Go-to-Market Unleashed." #AI #ResponsibleAI #Innovation #AgenticAI

# Angles/Talking points

1. Topic: From R&D to Revenue: Overcoming the AI Implementation Gap

Outcome: Listeners will learn actionable strategies to move AI projects from pilot phases to revenue-generating deployments.

Description: Discussing common pitfalls that prevent AI projects from scaling, and providing a roadmap for successful implementation, focusing on real-world case studies and measurable ROI.

2. Topic: Building AI Guardrails: Ensuring Safety, Compliance, and Ethical Use

Outcome: Listeners will understand how to proactively build safety and compliance into AI systems from the ground up, mitigating risks and ensuring responsible deployment.

Description: Exploring the critical principles of Responsible AI, including bias mitigation, transparency, governance frameworks, and real-time monitoring of regulatory changes.

3. Topic: Taming the Data Beast: Preparing Your Data for AI Success

Outcome: Listeners will learn practical steps to cleanse, label, and govern their data, ensuring it's ready for effective AI model training and deployment.

Description: Discussing the importance of data quality in AI, and providing actionable strategies for data assessment, cleaning, labeling, and establishing robust data governance policies.

4. Topic: Agentic AI: The Next Frontier in Artificial Intelligence

Outcome: Listeners will understand what agentic AI is and how it can revolutionize industries.

Description: Exploring the capabilities of agentic AI, its benefits, and the ethical considerations that must be addressed.

5. Topic: The Customer-Centric AI Revolution: "Grokking" Your Way to Growth

Outcome: Listeners will learn how to deeply understand their customers' needs and use AI to create personalized experiences that drive engagement and loyalty.

Description: Discussing the importance of customer-centricity, the concept of "grokking" the customer, and how to use AI to deliver tailored experiences that drive engagement and loyalty.

6. Topic: The Future of Work: AI as a Human Augmentation Tool

Outcome: Listeners will understand how AI will change the nature of work and how to prepare for the future, focusing on collaboration and skill development.

Description: Exploring the impact of AI on the workforce, the skills needed to thrive in an AI-driven world, and the importance of continuous learning and adaptation.

7. Topic: AI Governance Frameworks That Enable Rather Than Restrict: FSI Success Stories

Outcome: Listeners will learn how to implement AI governance frameworks that promote innovation while mitigating risk.

Description: Sharing success stories from financial institutions that have reduced AI project approval time while strengthening risk controls.

8. Topic: The Automotive AI Revolution: Transforming the Customer Experience

Outcome: Listeners will understand how AI is transforming the automotive industry, from showroom to service bay.

Description: Exploring the latest AI trends in automotive, including AI assistants, predictive maintenance, and connected vehicles.

9. Topic: Service as Software (SaS): The Future of Software Delivery

Outcome: Listeners will understand the shift from SaaS to SaS and how it's reshaping industries.

Description: Discussing the rise of agentic systems, real-world applications of SaS, and insights on overcoming challenges like data security and regulatory compliance.

10. Topic: Navigating the EU AI Act: A Practical Guide to Compliance

Outcome: Listeners will gain a clear understanding of the EU AI Act and how to prepare their organizations for compliance, minimizing risk and maximizing opportunities.

Description: Providing a breakdown of the key requirements of the EU AI Act, offering practical advice on implementation, and highlighting the importance of proactive compliance measures.

# Stories

# Topics / Search terms / keyword

* AI Implementation
* Responsible AI
* Data Governance
* AI Ethics
* AI Strategy
* Agentic AI
* AI Compliance
* Future of Work
* AI Governance
* Customer-Centric AI
* AI ROI
* Technology Leadership
* Data Quality
* AI Solutions
* EU AI Act
* AI Security
* Business Transformation
* AI Innovation
* AI Risk Management
* Service as Software