A BRIEF FOR HOSTS & ORGANIZERS

Matthew Jensen

A clearer view of AI.
A better business conversation.

Economist · Founder · Author · Business intelligence leader
Oklahoma City · In-person & remote conversations

ABOUT MATTHEW

Matthew Jensen is an economist, founder, author and business intelligence leader based in Oklahoma City. He connects business strategy, data architecture and practical AI to help organizations understand performance, identify opportunities and improve how work gets done. His perspective draws on leading analytics teams, founding a technology business and working on pricing, profitability and commercial decisions.

SUGGESTED HOST INTRODUCTION

Matthew Jensen brings an economist's lens and a builder's instinct to AI and business. His work connects strategy with implementation - from data foundations and commercial intelligence to the workflows that turn information into action.

WAYS TO COLLABORATE

01 / ON STAGE
Keynote or panel

02 / ON AIR
Podcast or media interview

03 / IN THE ROOM
Executive or team discussion

04 / IN PRINT
Guest article or written Q&A

SIGNATURE CONVERSATIONS

Foundations & leadership.

Starting points that can be shaped around your audience.

01 / DATA & AI STRATEGY

Why your data architecture is quietly sabotaging your AI strategy

AI can generate an answer. Can your business trust what it means? Explore the definitions, context and connections that turn fragmented information into a useful foundation for AI.

WHAT YOUR AUDIENCE TAKES AWAY

- Recognize where inconsistent definitions weaken AI outputs.
- Understand why business context matters alongside clean data.
- Identify the foundations to strengthen before adding another tool.

02 / LEADERSHIP & THE FUTURE OF WORK

Leading beyond humans: who owns the work when AI does some of it?

As people and AI share tasks, responsibility becomes a design decision. Explore how leaders can make room for automation while keeping judgment, review and accountability clear.

WHAT YOUR AUDIENCE TAKES AWAY

- Separate tasks that can be delegated from decisions that need ownership.
- Define where human review belongs in a workflow.
- Ask better questions about performance when people and AI share the work.

SIGNATURE CONVERSATIONS

Intelligence & implementation.

Starting points that can be shaped around your audience.

03 / COMMERCIAL INTELLIGENCE

More signals. Better decisions?

News, market data and dashboards create plenty of information. The harder question is what to do next. Connect external signals with customers, business context and a clear owner for action.

WHAT YOUR AUDIENCE TAKES AWAY

- Distinguish an interesting signal from a relevant opportunity.
- Connect intelligence to a specific commercial decision.
- Build a practical path from evidence to action.

04 / STRATEGY & EXECUTION

Why promising AI pilots struggle to become everyday practice

A convincing demonstration is only the beginning. Explore the operating details - workflow, ownership, adoption and feedback - that turn a promising idea into something a business can use.

WHAT YOUR AUDIENCE TAKES AWAY

- Begin with a business problem and a decision.
- Bring the right people and systems into the design.
- Learn from adoption, exceptions and results after launch.

SHAPE THE CONVERSATION

A few good questions.

01 What do leaders misunderstand about being “ready for AI”?

02 How does a business know whether an AI problem is really a data problem?

03 Where should human judgment remain in an automated workflow?

04 What separates a useful market signal from more noise?

05 Why do promising prototypes struggle once they meet everyday operations?

06 What should a leader do before buying another AI tool?

THE IDEAS BEHIND THE CONVERSATION

Books by Matthew

Leading Beyond Humans

How Executives Thrive in the Age of Intelligent Machines
Published 2025

Your Data Architecture Is Becoming Your AI Architecture

Forthcoming · Working title
Release date to be announced.

START A CONVERSATION

What does your audience need?

Share your event, show or publication and the question you would like to explore.

Connect on LinkedIn: linkedin.com/in/matthewadjensen