



34th Annual **INCOSE**
international symposium

hybrid event

Dublin, Ireland
July 2 - 6, 2024

KEYNOTE SPEAKER



Mark Kelly

AI Ireland
Global AI Transformation Leader
President of AI Ireland

AI in Action: Current Applications Transforming the World and Their Unintended Consequences

Biography. Mark Kelly, author of "AI Unleashed" and "AI Essentials," is a leading AI authority known for his engaging TEDx talks. As the founder of AI Ireland and a key figure in AI staffing, Mark has driven global AI adoption strategies.

His approach combines deep industry insights from over 500 AI applications and 600 leader interviews with practical, solution-focused methodologies.

Regularly featured in international media and as a television correspondent, Mark advises top organisations on AI integration.

His extensive social media following and popular newsletter further amplify his influence. Connect with Mark on LinkedIn, Twitter, or YouTube, and visit his website for more on his work and publications.