



# *AI: From Tool To Teammate*



## *AI: From Tool To Teammate*



**Dr. Ivan Rudolph-Shabinsky**

# Welcome!



## *AI: From Tool To Teammate*



**Asst. Professor Matt Schiering**

# Introducing...



*AI: From Tool To Teammate*



**Alex Ruiz**

**Keynote Speaker**



# AI: From Tool To Teammate

Cut through the hype. Focus on what works.

March 2026





2023



19??





# ALEX RUIZ (at a glance)

A strategist and builder with experience across Fortune 100 companies, co-founded agencies, and his own venture, ART X MACHINA.

## EXPERTISE

### Marketer + Consultant + Entrepreneur

- ✓ Business and brand strategy
- ✓ Digital transformation & marketing innovation
- ✓ UI/UX design, responsive web & content systems
- ✓ AI strategy and AI enablement
- ✓ Integrated campaigns, CRM & marketing
- ✓ Product development

## 25+

Years of agency /consulting experience

## \$10-\$25MM

Revenue managed

## AI DNA

3+ years experience

## 10-50

Avg. team size

## BRAND EXPERIENCE



## PERSONAL



- New Yorker born & bred
- Live in Brooklyn, NY
- Wife + 2 daughters + 1 Pablo
- Golf nut (waay over par)
- Beach bum
- Big Mets fan



”

Change is the law of life.  
And those who look only  
to the past or the present  
are certain to miss the future.

- **John F. Kennedy**



# What is AI?

SCHWARZENEGGER

TERMINATOR 3  
RISE OF THE MACHINES

JULY 2



SKYNET

NEURAL NET-BASED ARTIFICIAL INTELLIGENCE

CYBERDYNE SYSTEMS CORPORATION





HALEY JOEL OSMENT

JUDE LAW



JOURNEY TO A WORLD WHERE ROBOTS DREAM AND DESIRE

# A.I.

A STEVEN SPIELBERG FILM

## ARTIFICIAL INTELLIGENCE



WARNER BROS. PICTURES • DREAMWORKS PICTURES  
A STEVEN SPIELBERG FILM  
A.I. ARTIFICIAL INTELLIGENCE HALEY JOEL OSMENT  
JUDE LAW • FRANCES O'CONNOR • BILLIE MAN GLEESON • WILLIAM H. MAYSER • STAN WINSTON • SYDRO  
Produced by PHILIP H. LAZARUS • Executive Producers: MICHAEL UYEMAR • Music by JOHN WILLIAMS  
Costume Designer: MICHAEL UYEMAR • A.C.E. • Editor: RICK CARTER • Director of Photography: JANIŠ RÁMÍNSKÝ, A.S.C.  
Production Designer: JAN HARLAN • Production Office: WALTER F. PARKES • Executive Producer: STEVEN SPIELBERG • Executive Producer: JAN WATSON  
Executive Producer: BRIAN ALDISS • Executive Producer: KATHLEEN KENNEDY • Executive Producer: STEVEN SPIELBERG • Executive Producer: BONNIE CURTIS  
Directed by STEVEN SPIELBERG

DREAMWORKS  
PICTURES

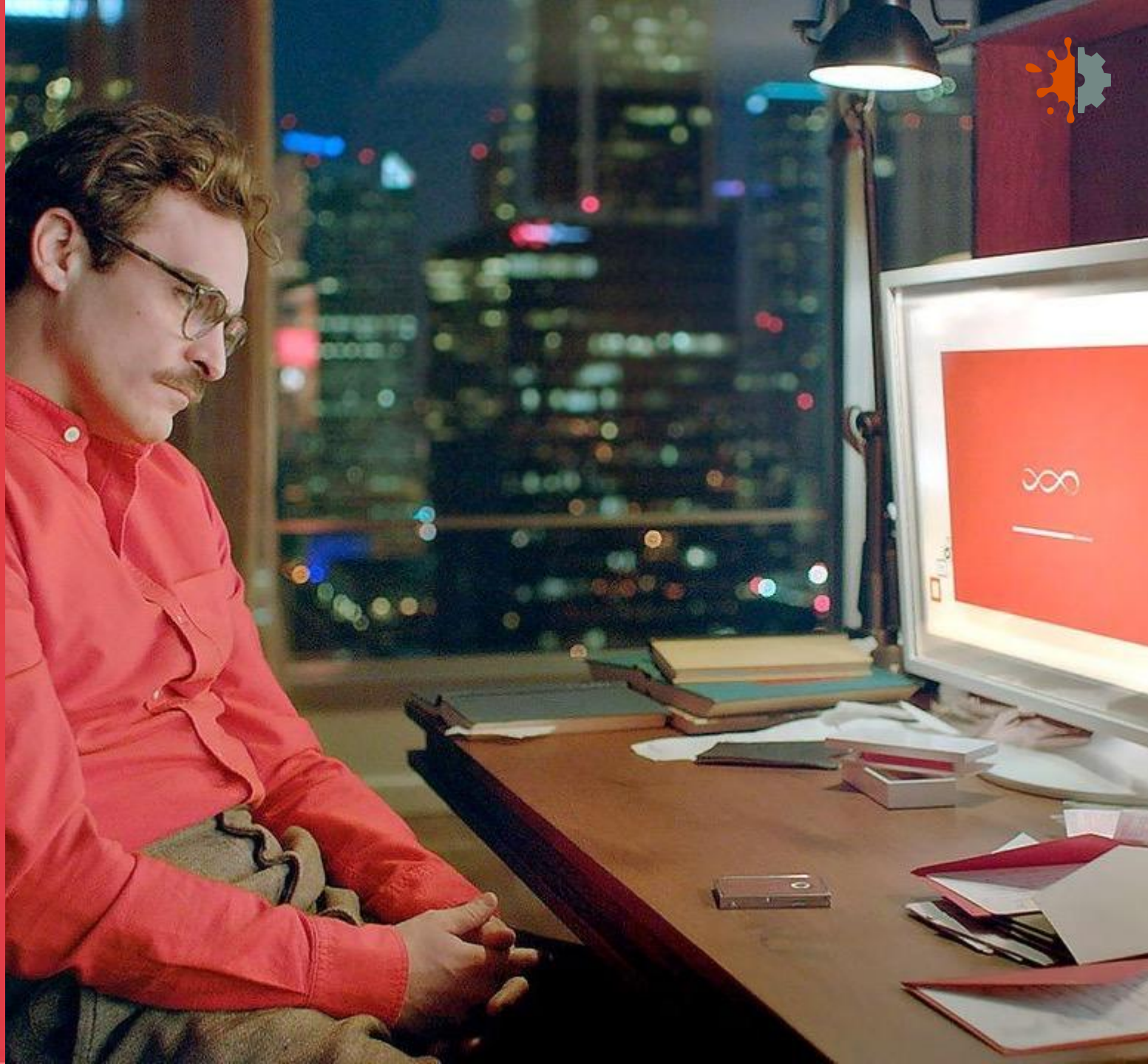
WARNER  
BROS.

COMING SOON

MPAA  
RATED R

her.

a SPIKE JONEZ love story





Overview of AI Technology

# What is AI?

Artificial Intelligence (AI) refers to computer systems designed to process information and data in context, identifies patterns, and generates insights, recommendations, or content with speed and scale beyond what people can typically do on their own.





## Overview of AI Technology

# Generative AI (*Response*) and Agentic AI (*Action*)

**Generative AI** refers to models that create content such as text, images or audio based on patterns in their training data.

These systems excel at drafting marketing copy, summarizing documents or creating visuals but they do not understand content the way humans do; their outputs are only as good as their training data<sup>[1]</sup>.

### You ask:

*What are the top hotels in Dublin?*

Gen AI will give you a list.

**Agentic AI** goes further by using multi-step reasoning and reinforcement learning to achieve goals with minimal human input; it can plan, make decisions and execute sequences of actions across software systems<sup>[2]</sup>.

### You say:

*Book me a hotel in Dublin under \$200 near Croke Park.*

Agentic AI searches, compares options, checks reviews, and makes the booking.



Overview of AI Technology

# Overview of Major AI Platforms

The Prom  
King



**ChatGPT**  
(OpenAI)

The Smart Kid  
In Class



**Claude**  
(Anthropic)

Popular With  
The Cool Kids



**Gemini**  
(Google)

Fun To Be Around  
(But Late To The  
Party)



**Grok**  
(xAI)



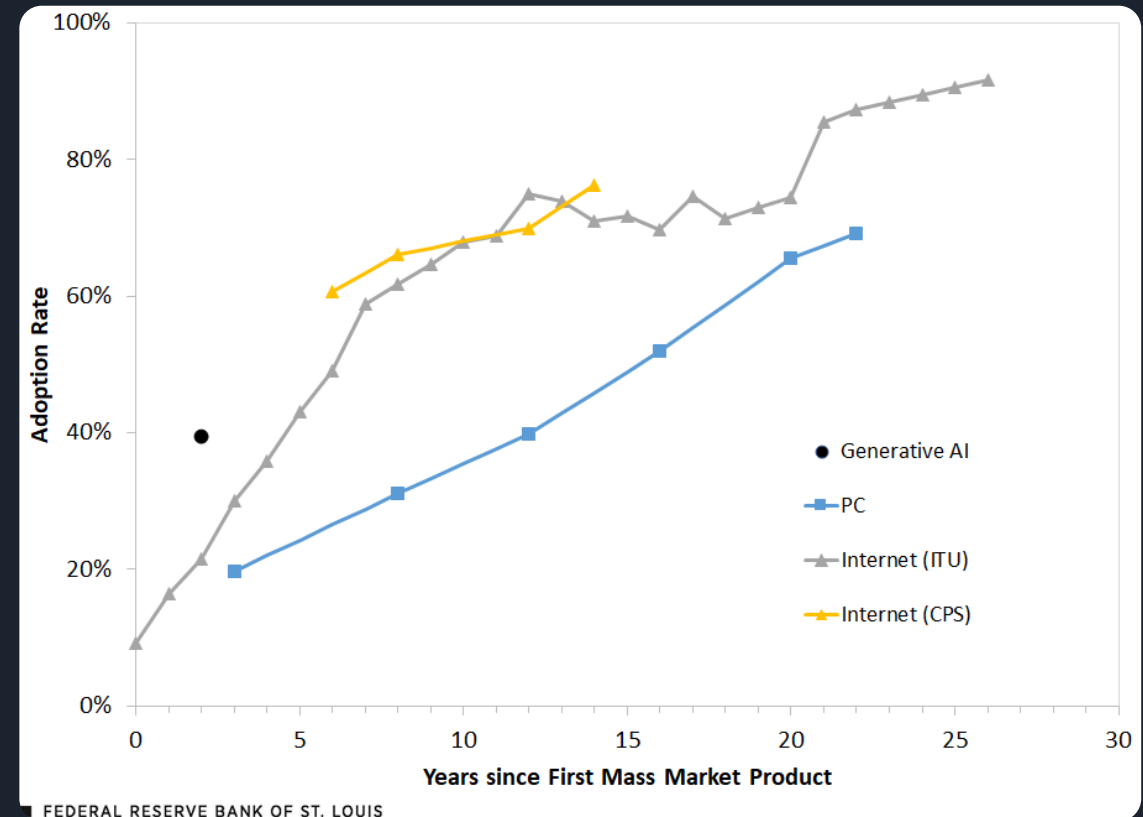
# Why AI Now?



## The Impetus for Integration

# 0% to 40% Usage in 2 Years: AI's Pace Demands Adoption

Generative AI is being adopted at record speed hitting nearly 40% usage in just two years. By comparison, it took the internet around five years and PCs more than a decade to reach the same level.





The Need for AI Integration

# And Your Employees Are Using It...

According to a 2025 KPMG study, 57% of employees actively conceal their AI use from their employers.

**44%**

of US workers  
use AI tools without  
company authorization.





# Hype vs. Reality



# Common Misconceptions

## **Everything AI outputs is correct.**

Generative models often hallucinate by inventing facts. They work by predicting plausible next words rather than verifying truth and therefore require human oversight and fact-checking.

### ***Hallucination***

***Rates vary from 3.3%-10.9%***

***When using "agentic"***

***hallucination rates spike.***

### ***Context drift***

***In a single prompt, a model might have 90% accuracy.***

***By the second or third turn of a conversation, that can drop to 65%.***



# Common Misconceptions

## Humans are not needed

Both generative and agentic AI amplify human productivity but still need humans for strategy, domain knowledge, compliance and quality control

### *Check you work*

*47% of users acted on "fake" data*

### *Accuracy lift*

*Human oversight increases decision-making accuracy by an average of 31% while cutting false positives (hallucinations) by 67%*



# Common Misconceptions

## Everyone is using AI ... in their businesses

Both generative and agentic AI amplify human productivity but still need humans for strategy, domain knowledge, compliance and quality control

*AI is everywhere . . . except the office*

*Only 12% of U.S. workers use company AI tools daily, despite the "replacement" narrative.*

*The agentic myth*

*89% of companies do not have agents in production.*



# AI: Building The Capability

# 3 Levels of Organizational Adoption

Climbing from “help me” to handle it”

FUTURE

TOMORROW (& TODAY)

TODAY

## Level 3: Automate (Teammate)

Rules + approvals

## Level 2: Augment (Tool +)

In the workflow

## Level 1: Assist (Tool)

Chat & drafts

## Examples

### 1: Assist

- First drafts of emails, grants, reports
- Meeting notes + summaries
- Quick research checklists

### 2: Augment

- Co-write inside docs + CRMs
- AI helps decide: prioritize, route, flag
- Reusable prompt packs + templates

### 3: Automate

- AI drafts + preps actions, humans approve
- Runs playbooks: “if X then Y”
- Monitors metrics, escalates anomalies

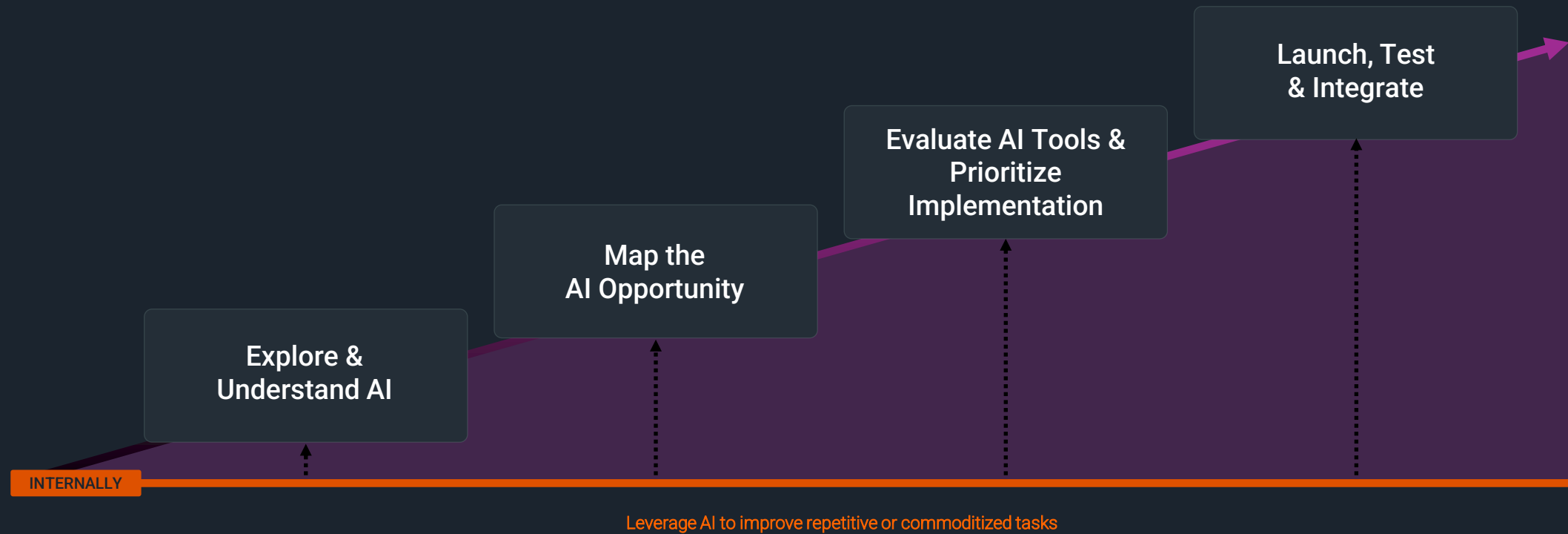
# Where To Begin...

 Adobe



# Starting the AI Journey

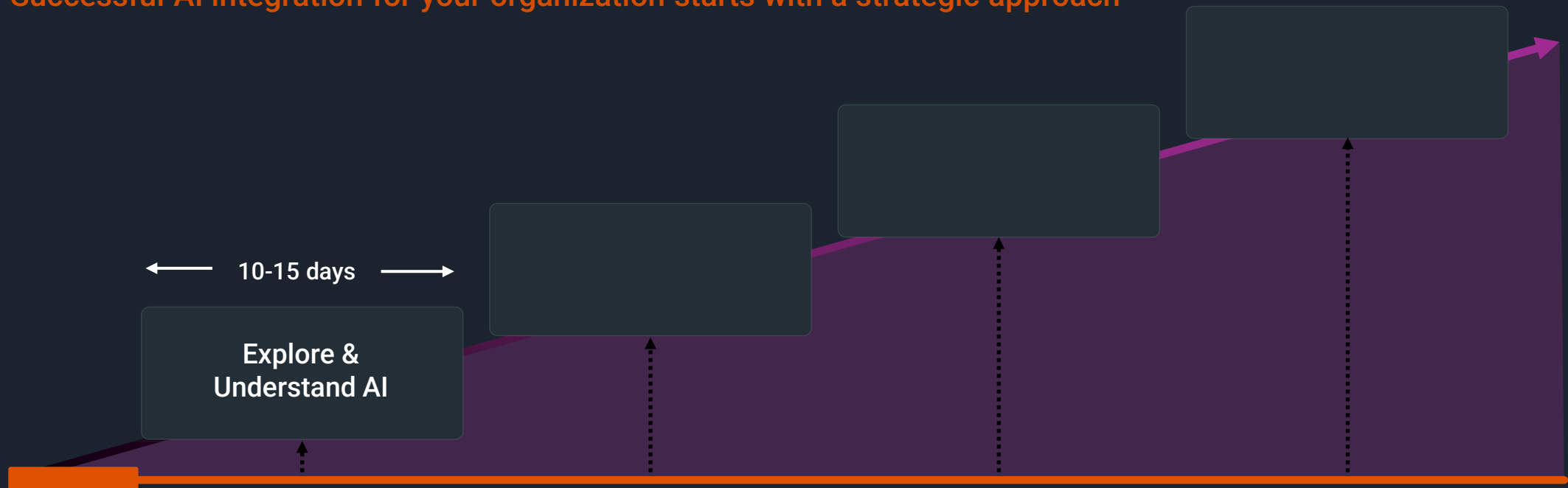
Successful AI integration for your organization starts with a strategic approach





# Starting the AI Journey

Successful AI integration for your organization starts with a strategic approach



## Get curious - no experience needed

Spend 30 minutes trying a free AI tool like ChatGPT or Claude.

Ask it to draft an email, summarize a document, or answer a question your team deals with daily.

## Learn the basics as a team

Watch a short intro video together (YouTube has free options under 10 min). You don't need to understand how AI works - just what it can do for your organization.

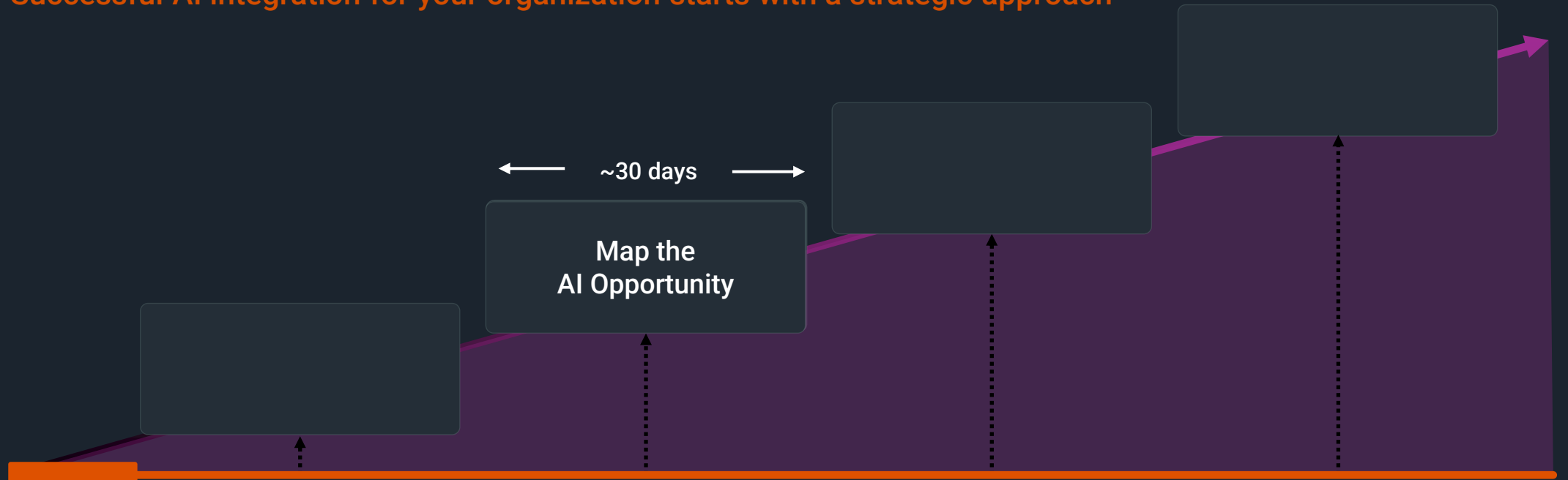
## Talk to your team about fears and hopes

Hold a quick 20-minute conversation. Ask: "What tasks feel repetitive?" and "What are we worried AI might change?" Addressing this early builds trust.



# Starting the AI Journey

Successful AI integration for your organization starts with a strategic approach



## List most time-consuming tasks

Ask each team member: "What task takes up the most time but feels like it shouldn't?"

Common answers: writing emails, scheduling, creating social posts, answering FAQs.

## Look across all areas of work

AI isn't just for marketing. Think about operations (scheduling, data entry), communications (emails, newsletters), programs (tracking outcomes, reporting to funders), and customer service.

## Ask where do we get stuck?"

Bottlenecks are gold. Where does work slow down or pile up? Where do things fall through the cracks? Those friction points are where AI can help.

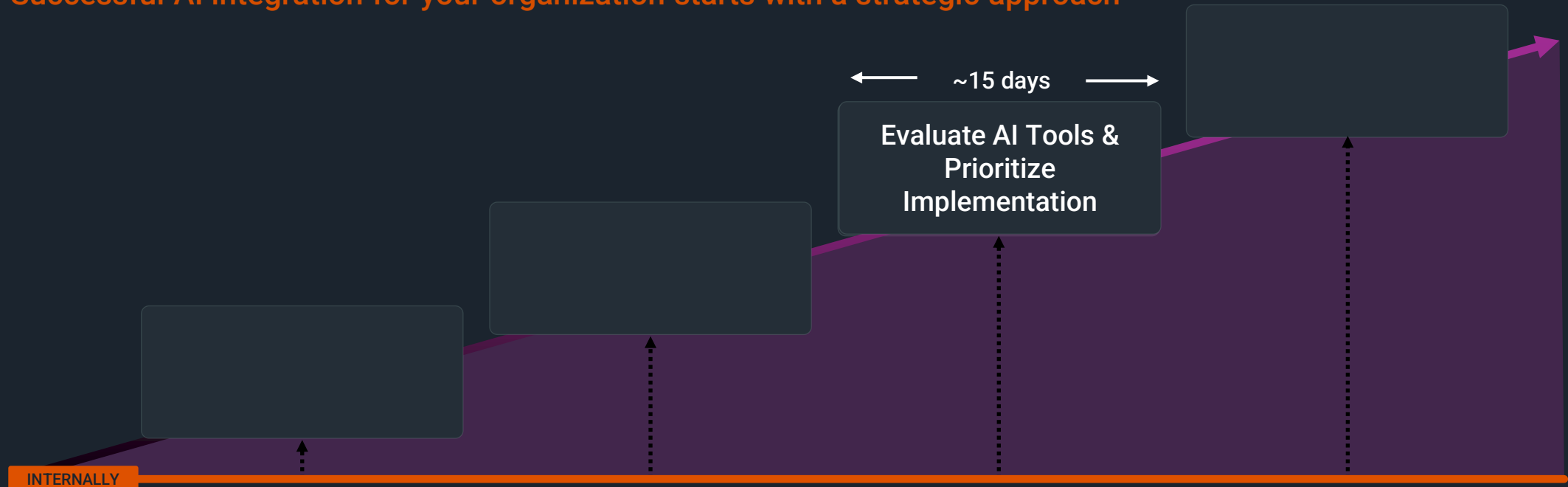
## Rank by impact vs. effort

Make a simple 2-column list: "High impact, easy to start" vs. "Complex, needs more time." Start with the easy wins.



# Starting the AI Journey

Successful AI integration for your organization starts with a strategic approach



## Match tools to your top opportunities

Don't buy anything yet - research free or low-cost tools first. For writing: Claude or ChatGPT. For design: MidJourney.

*Rule: 1 tool per problem, don't stack 10 tools at once*

## Ask the right questions before you buy

For any tool, ask: Does it fit our budget? Can our team learn it easily? Does it connect to tools we use (email, CRM)? Is our data safe?

*Budget tip: most AI tools have free tiers - start there*

## Pick one tool to pilot first

Resist the urge to do everything at once. Choose one tool, one team, one use case.

*Example pilot: use AI to write all social captions*



# Starting the AI Journey

Successful AI integration for your organization starts with a strategic approach





# The Takeaway



# AI becomes a teammate when it helps your organization do more of what matters.

Start with the work. Don't start with AI.

Solve problems. Don't believe the hype.

Equip your team. Don't replace them.

Start small, measure results, and build from there.



# Thank you



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# Q & A Panel

## AI: FROM TOOL TO TEAMMATE

### MEET THE SPEAKERS



**Alex Ruiz**



**Tommaso Falchi**



**Gwen Daugs**



*AI: From Tool To Teammate*



**Tommaso Falchi**

**Agentic AI Demo**



***NEXTSOLUTIONS AI***

**Conversational and Agentic AI solution for SMB**

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# ***THE PROBLEM***



**62% of calls go unanswered in the US**

**Many small businesses struggle with inefficiency and high labor costs and this leads to:**

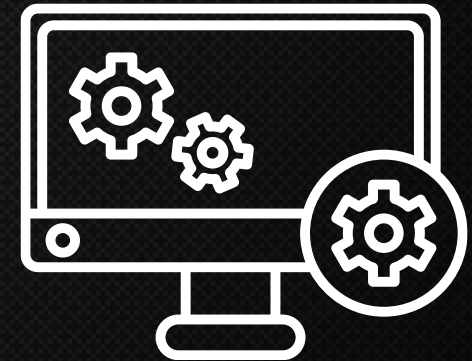
- **Poor customer service and engagement**
- **Underused internal data for decisions**
- **Lack of multilingual support**



# ***OUR SOLUTION***



***COMBINE THE BEST OF  
BOTH WORLDS***



- **Personality**
- **Tone**
- **Capabilities**

- **Availability**
- **Knowledge**
- **Infrastructure**
- **Reduced Cost**

# THE PRODUCT

## 24/7 AI Agent



Picks up phone calls, reserves tables, manages takeout orders, qualifies leads, books appointments, checks real time availability, sends messages.

## AI Powered Dashboard



Clears up client's data, supports document upload, creates client profiles, organizes calendar and manages business layout and structure, helps client outreach.

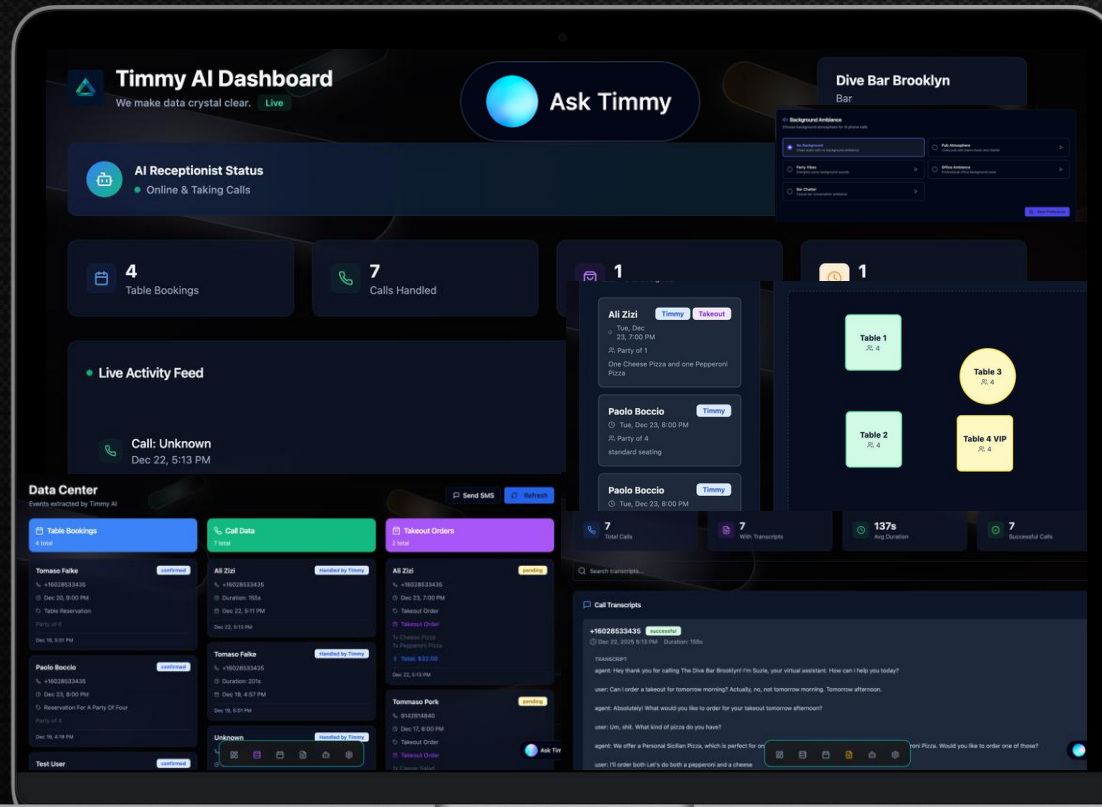


# Features



- Voice Cloning Software
- Background Sounds Library
- Connectable to any phone number
- 33+ Languages supported
- Plans with unlimited calls and SMS

# Timmy AI Dashboard



Sleek design

Calendar Page

Venue layout management

Agentic AI assistant

Transcripts, Call Data, Bulk Messaging



# ***OUR GOAL AND VISION***

***CUSTOMERS NEVER HAVING TO DEAL WITH  
VOICEMAIL, 100% OF CALLS AND OPERATIONS  
TAKEN CARE OF.***



***LISTEN TO OUR DEMOS***

# *Our Integrations*



- *Data*
- *security*
- *customers*



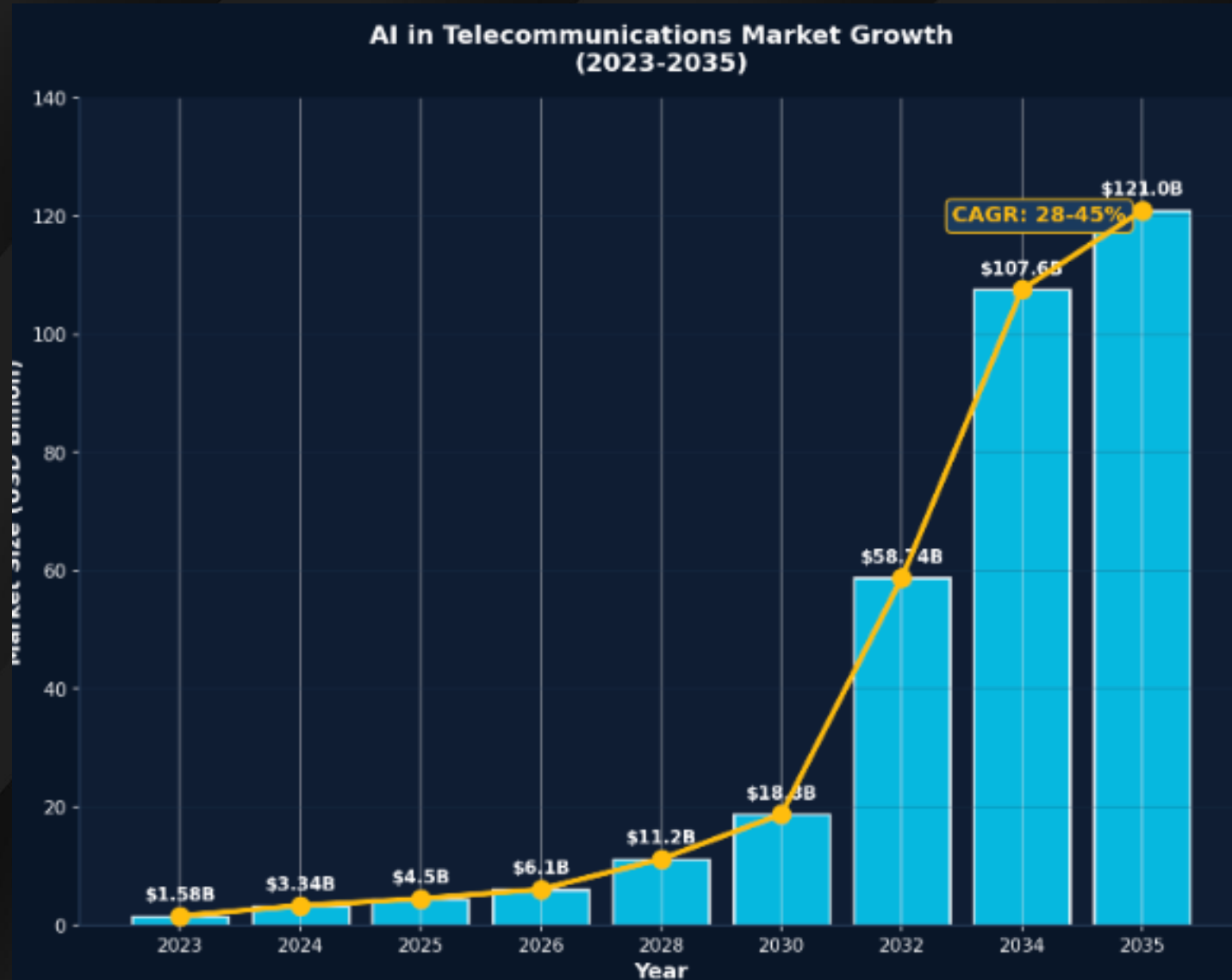
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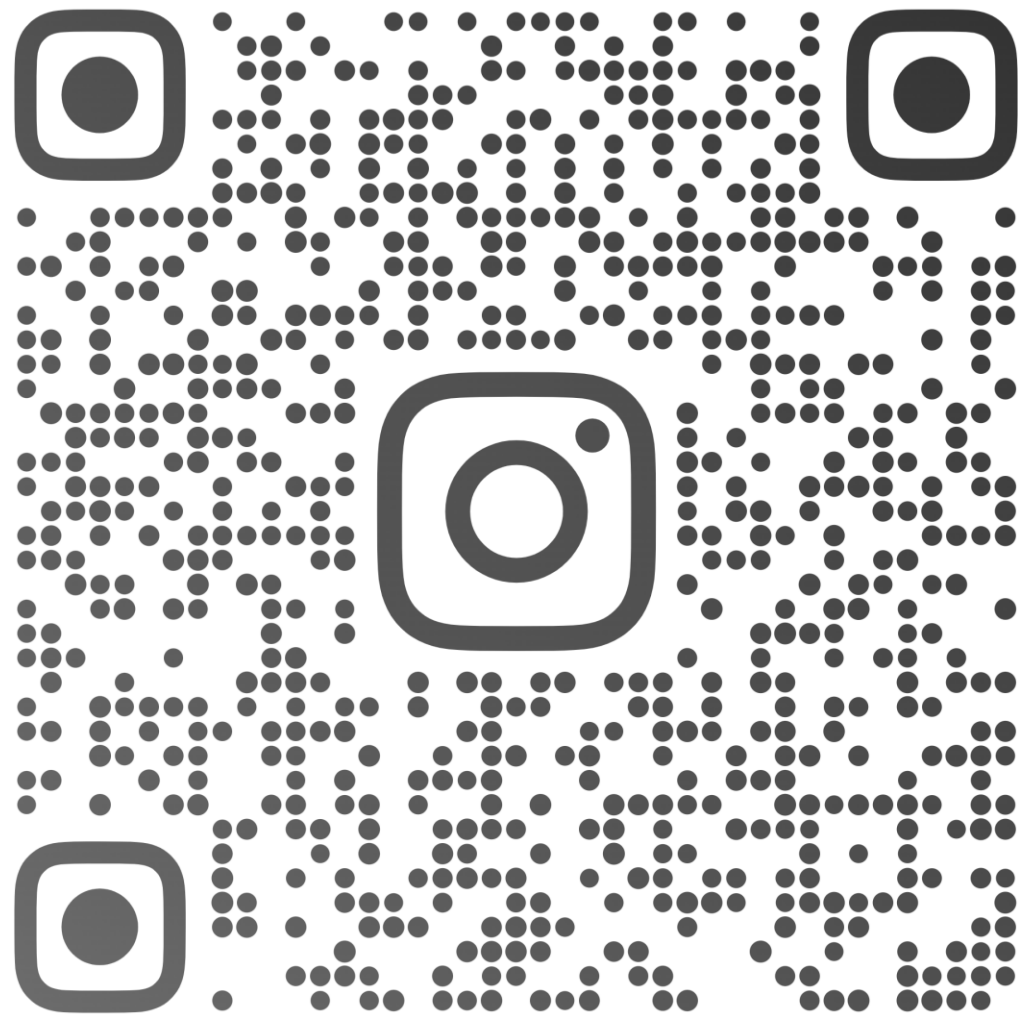


X



# SOME NUMBERS





DUNY\_BIZ



# DUNIFY

PODCASTS



# Thank You



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