THE GLOBAL BRAINTRUST

IMPACT REPORT 2025

THINK. HUMAN. FIRST.

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THE GLOBAL BRAINTRUST

INTRODUCTION

FIRST, WHAT'S A BRAINTRUST?

A braintrust refers to a group of advisors or experts who provide guidance and advice on complex issues or initiatives, usually within the social impact space.

In essence, a braintrust leverages the knowledge and problem-solving abilities of a diverse group to provide insights that can be used by those involved in complex decision-making and strategy development.

The collaborative nature of a grassroots braintrust lends itself to the nurturing of innovation and the mitigation of individual biases.

A DIVERSE COALITION

The Global BrainTrust is a broad, inclusive coalition of thought leaders across different sectors, and from different nations.

The aim is to engage corporates, communities and institutions, from technologists and policy makers to teachers, students, artists, social workers, doctors and others in civic society.

We hope to present views and concerns that may not be entirely evident to those working in technology hubs and within the corridors of Silicon Valley.

OUR BRAINTRUST

The Global BrainTrust is intended to be a grassroots sounding board, a voice of balance and reason, a human perspective, as well as an informed response to the changing dynamics surrounding AI's expansive and unpredictable growth and adoption worldwide.

EARLY PHASE ADVOCACY

Ours is an early phase advocacy mobilization. We were formed in 2024 and remain open to input from potential partners and stakeholders. We welcome involvement from civic society, the business sector, policy-makers, content creators, academia, community leaders and others.

"We live in momentous times, that come with tremendous opportunity, but also with the need for responsibility to steer AI toward a future of human empowerment and shared prosperity. By working together in good faith and mutual respect, we believe we can help realize AI's full potential, while mitigating its most pressing risks. "

THINK. HUMAN. FIRST.

OUR BELIEF

We know that AI has been around for decades, and we recognize its staggering potential to positively impact the world and humanity. We believe the opportunities and benefits that will be delivered by AI will be accompanied by complex challenges for humanity to solve, and that in order for humanity to thrive in an AI-powered world, we must prioritize a strategic and studied approach.

New policies, challenges, and issues will continue to emerge with the adoption of AI systems worldwide and that there will be a need for readiness to address impending unknowns before they become incalculable threats.

At The Global BrainTrust we aim to present a unified human voice to help navigate this rapidly shifting landscape. We advocate for broader involvement of global communities in development and decision-making, and a greater degree of communication, collaboration, understanding, empathy, peace-making and bridge-building to unify goals.

The Global BrainTrust advocates for a future where human dignity, human potential and human communities are valued, and where our differences are celebrated. We believe that humanity has the capacity to realize the profound good of AI, while guarding against misuse and unintended consequences.

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OUR STORY

Even before the formation of the Global BrainTrust in May 2024 at Stanford University, California, I was uncomfortable with the scarcity of information about AI's growing influence, especially on how it could impact people in different countries, living under different circumstances. It bothered me that although AI's implication would be global, the knowledge of how to build it and use it was limited to a small elite.

So along with a group of friends, we formed The Global BrainTrust, as a a grass-roots response to the growing influence of AI in all facets of human life. The vision became especially clear to me when I was in Silicon Valley and Seattle, attending meetings and getting together with friends. I became aware of the breadth of issues, both in terms of the incredible opportunities associated with AI, and the many questions raised about its safety.

We realized that the stakes were high, and that the global impact of the technology made it important for others around the world to be part of, or at least be adequately informed of, the many issues associated with AI. The stakeholder pool had to be widened to make sure all of humanity is equally served.

We decided that The Global BrainTrust would offer valuable insights and broader perspectives for those interested to listen. We hope to support those industries, platforms, and policies that are centered on human-centric solutions, and we welcome their involvement in our initiatives.

Sana Bagersh, Founder of The Global BrainTrust

FOUNDATION

OUR VISION

The Global BrainTrust's vision is to advocate for the building of a future where AI enhances human potential without compromising safety, ethics or autonomy.

OUR MISSION

The Global BrainTrust's mission is to offer a diverse global perspective on AI policies that protect society from associated threats while unlocking its potential for good.

OUR VALUES

- Trustworthiness anchors everything we do.
- Prioritizing human dignity in AI development and use.
- Transparency and accountability in AI discussions.
- Collaboration and diversity in our communication.

OUR PRINCIPLES

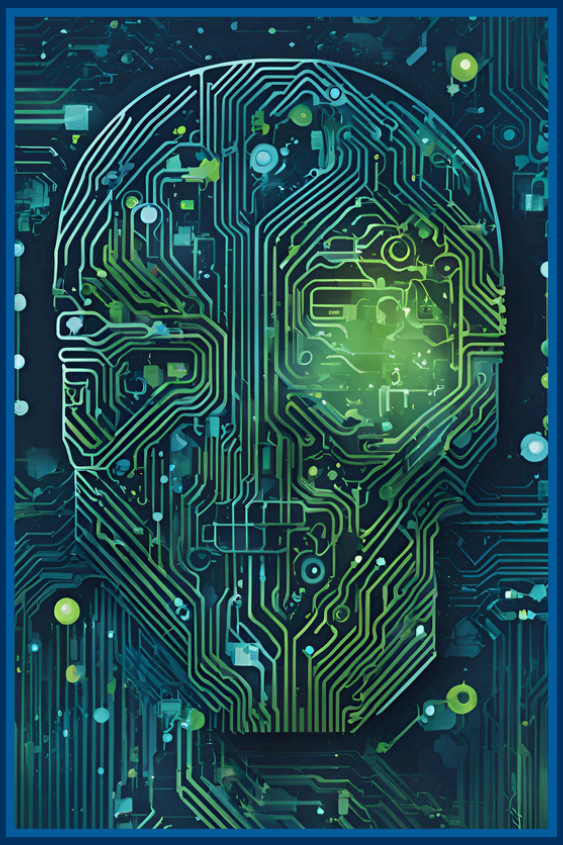
AI's development and usage must:

- Respect human rights and dignity.
- Mitigate bias and discrimination.
- Protect privacy and autonomy.
- Promote prosperity broadly.
- Augment not replace human capabilities.

ANCHORS

OUR CONSORTIUM

The Global BrainTrust convenes a broad consortium that represents diverse specialties, backgrounds, ideologies and interests. Our objective is that the participation of disparate groups will bring about thoughtful dialogue where we may agree or disagree, but where we will always collectively advocate for human aspirations.



OUR OBJECTIVES

The Global Braintrust aims to represent those that do not have “a seat at the table’ and yet will be equally affected by AI’s transformation. We aim to create a collaborative and informative platform that can offer practical insights and action-oriented recommendations. These will be articulated through communication tools that include communiques, white papers and knowledge sessions.

LONG TERM VIEW

Our aim is to become a valuable resource on AI ethics and advocacy, from a grass-roots perspective, so that AI systems are maintained as tools of human empowerment. We hope to build a repository of quality published insights that reflect the human perspective on AI trends, risks, and opportunities. We hope these resources can inform decision making and public discourse.

THE BIRTH OF THE GLOBAL BRAINTRUST

STANFORD UNIVERSITY, MAY 2024

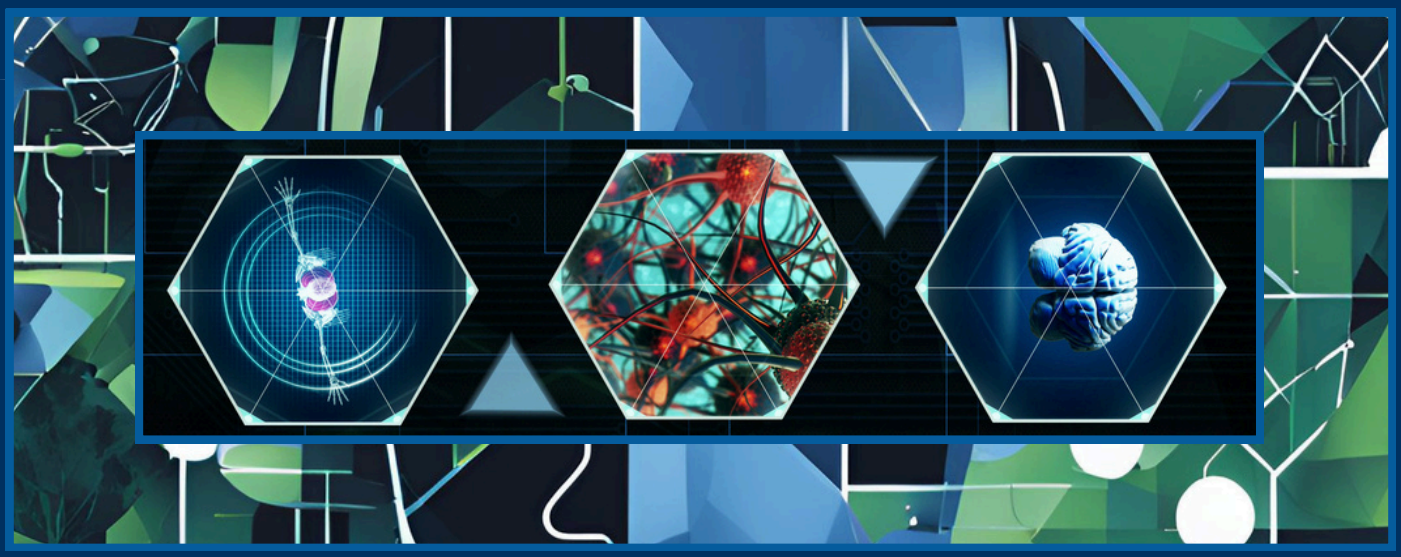
A Diverse Coalition Formed to Present the Human Perspective on AI Adoption

“Artificial intelligence impacts everyone, and will transform our entire world. Our aim is that viewpoints of the rest of the world are taken into account, not just those of technologists and policymakers in the West,” said Sana Bagersh, Founder of the Global Braintrust. “We want to make sure more people, at a grassroots level, have a voice, and that they are heard. Here we are talking about people of different ethnicities, religions, ages and socio-economic backgrounds.”

She added,” The AI debate has to date been dominated by technologists who dazzle us with the incredible transformative power of artificial intelligence, and also by policymakers who appear to be struggling to make sense of it, let alone be able to regulate it. We deeply appreciate the tremendous positive impact of AI on human life, but our aim with the Global BrainTrust is to present the voice ‘on the ground’, of ‘Everyman’ and ‘Everywoman,’ so to speak, who are being affected by it in their lives. We know such representation is ambitious and may not be entirely possible, but we intend to come as close as we can to doing it.”

Professor Ahmed Banafa, the Global Braintrust’s Senior Technology Advisor explained further: “This is an early phase advocacy mobilization, a great mechanism for drawing input from a wide range of stakeholders, from different nations, that include technologists, practitioners, developers, policy-makers, builders, shapers, artists, designers, and community champions. This diverse assembly of voices and perspectives will grow in size to reinforce diversity and representation. It will hopefully be a great resource to access balanced and diverse viewpoints on critical AI-related issues impacting people.”

He explained that the coalition will share user-side insights that prioritize human welfare and societal benefit. Among the topics currently under review by the braintrust include the potential damage caused by AI hallucinations to businesses and individuals; the breadth and impact of imminent job losses; early warnings that AI could potentially deceive humans; and the current erratic regulatory approach to safeguard AI.



ADVOCACY PROCESS

ISSUE RED FLAGS
When critical issues relating to AI emerge in the public discourse, we would redflag these and present viable recommendations. We hope to offer nuanced perspectives to private and public stakeholders that reflect diversity of views.

ENGAGE IN DISCUSSIONS
We hope to add value and support government, business and civil society through discussions that advance human-focused AI solutions for all of humanity.

VALUABLE INSIGHTS
We hope to inform actions that address current and emerging issues in AI adoption by identifying gaps. These include the need for greater research into human-centred solutions, and commitment by decision makers towards more diligent testing and stronger security measures.

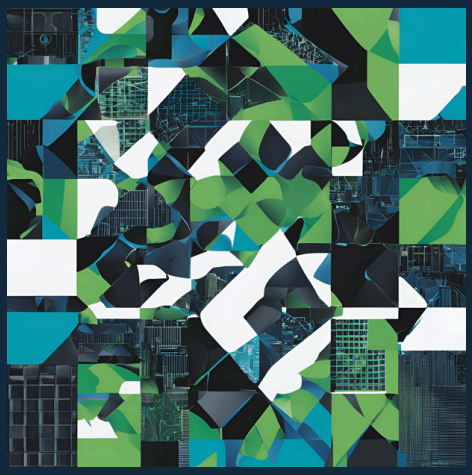
ENGAGEMENT STRATEGY
We aim to engage the private and public sector to support in the creation of robust frameworks for ethical AI development.

PUBLIC AWARENESS
We hope to help raise public awareness about the risks and benefits of AI so people are better informed consumers and can also drive more responsible AI deployment in their communities.

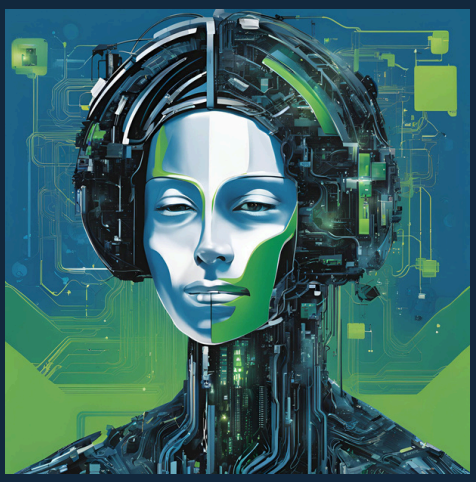
THOUGHT LEADERSHIP
We aim to involve experts who will drive high level discussions on AI trends, risks, and opportunities within their areas of expertise, to inform public discourse and decision-making.

ADVOCACY INFLUENCE
We intend to adopt a transparent approach to advocacy by expanding The Global Braintrust's consortium and advisory board, for their expertise, ethics, influence, and capacity to become advocates for a safe, sustainable and prosperous world.

MARKETING COMMUNICATIONS
We will use a communications strategy that includes relationships with communities, the media, opinion leaders, as well influential agencies and institutions to increase amplification and share of voice.



THE 2024 RED FLAGS



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RED FLAG 1: Risk Posed to Humans by AI Deep Fakes and "Hallucinations"

PROFESSOR AHMED BANAFA
Senior Technology Advisor, The Global BrainTrust

"Risks emerge when important decisions are made by policymakers that are based on erroneous information, which can invariably lead to adverse impacts to humans. Data is king. AI results are based on the quantity, quality and accuracy of the datasets available. A 'hallucination' can occur in medicine, for example, where AI classifies healthy human tissue as cancerous because of insufficient data points of healthy tissue to reference. Hallucinations take different forms, such as an incorrect prediction of an unfolding event. It can be a false positive, identifying a threat that doesn't exist that could lead to an extreme response. Or it could be a false negative where a real risk is not identified due to lack of data, creating a false sense of security."

Dr. WASSEEM ABAZA
Entrepreneurship Advisor, The Global BrainTrust

"AI in its current form is based on a fundamentally flawed assumption about its "intelligence" as it does not implement critical analysis. It is a cumulation of raw data found on the internet, which can be incorrect because anyone can post anything online, leading inevitably to hallucinations. AI is not 'bad' intrinsically, but it requires developers, advocates, advisory groups, and the media to remind users to always apply their own critical thinking."

GABRIELLA KOHLBERG
Government Development Economics Advisor, The Global BrainTrust

"AI is non-discerning in who can be exposed and succumb to hallucinations, due to the immersive nature and variations of the technology. AI answers can be perceived as absolute truths due to confirmation bias, progressively further distancing oneself from reality through repeated exposure. Hallucinations derived from AI informed immersive pseudo-realities can further compound social isolation and group norm issues, leading to a continuous cycle of mental health degradation. Limited exposure, access to further research, discernment and fact checking skills will be required more than ever. Vulnerable communities from developing countries might have a more intense reaction towards AI exposure due to lack of awareness. But the immersive nature of these technologies can easily influence even a tech proficient individual to the point of hallucination, delusion and psychosis.

RAMSI HASHASH
Productivity Advisor, The Global BrainTrust

"AI will increasingly dominate our future, from hospitals, to the aeronautic industry, to schools, to the military industry where one day robots will lead military operations."

SANA BAGERSH
Founder, The Global BrainTrust

"People will be impacted, both positively and negatively by AI. Our concern is that we, as a species, will become too dependent on AI that we are complacent, and too lazy to question results that are outright misinformation or hallucinations - be they inadvertently or maliciously generated. AI spews whatever data it is fed on, which is why we must always ensure the integrity of the data that is representative, of all parts of the world. We know adequate guardrails don't exist yet, but we are red flagging this for all those in the dark, especially in developing nations with no access to the conversation, let alone to prevention, protection and recourse."

BRIE ALEXANDER
African Diaspora Cultural Advisor, The Global BrainTrust

"AI-driven summarization of search results highlights a significant issue in the modern digital landscape, and the true danger is even more alarming. In the Global South, particularly in Africa, where misinformation has been a strategic tool for decades, risks are magnified. AI-driven curation can exacerbate misinformation, hinder access to diverse perspectives, perpetuate existing biases, and further undermine trust and informed decision-making in these regions. Apart from hallucinations, algorithmic bias can inadvertently or deliberately reflect the biases of their creators, often from developed nations, leading to information that does not accurately reflect local contexts or perspectives. Another risk is content filtering where companies controlling the AI align content with specific agendas, often foreign interests, limiting exposure to diverse and locally relevant viewpoints."

ZESHAN ZAFAR
Interfaith Affairs Advisor, The Global BrainTrust

"There needs to be a mobilization to criminalize deep fakes as in child pornography cases, and to establish criminal penalties. We need urgent action from governments and policy advocates to impose proactive measures, new laws, and policies with broad outreach to warn people about the dangers of disinformation. Faith leaders can also help raise awareness about the risks to their communities."

DR ABDULLAH ABONAMAH
Higher Education/ Learning Advisor at The Global BrainTrust

"I asked ChatGPT to count my research papers, and it reported there were sixty, which was inaccurate. I then asked it to list the names of the last 10 papers and it got only two papers correct, while the other eight were made up. When I challenged it, it apologized and recommended I check Google Scholar. The moral here is when using ChatGPT everyone must verify all responses."

RED FLAG 2: Mitigation of AI Risks to Jobs of Most Vulnerable

MAYSOON BARBER
Social Impact Advisor at the Global BrainTrust

"AI-driven automation has the potential to lessen the human touch and the interpersonal interactions that are essential to social impact projects. The value of human skills like empathy, creativity, and strategic thinking may be underestimated. Businesses may place too much reliance on AI technologies while undervaluing human judgment and creativity in impactful social projects, especially in those projects where impact is not assessed using quantifiable KPIs. The impact of AI on the creative industries could lead to greater "standardization of art and culture" and diminished variety and creativity. AI could not have the cultural awareness and comprehension necessary to produce art that truly speaks to certain cultures, which could result in works that seem artificial and inauthentic. As AI technologies advance, there will be growing impact on, and certain job losses in, the creative industries.

"Written and visual content produced by AI algorithms will reduce dependence on human creators, in many commercial ventures. Traditional creative professions like illustrators, copywriters, and editors may become redefined or reduced. And there's a chance that customers and companies may underestimate or ignore the special worth of human creativity and craftsmanship as AI-generated art becomes more prevalent. Additionally, as AI-generated content draws inspiration from previously published works, plagiarism and copyright violations may arise, endangering the rights of the original authors"

SARA BUKAIR,
Student Stanford, USA, Global BrainTrust's Youth Council Advisor

"The impact of AI on the job market is multifaceted and very much context dependent. There are certain high-risk jobs where AI should be implemented to spare human workers from intensive or traumatic tasks. For instance, social network moderation often requires human moderators to sift through distressing content such as beheadings, sexual assault, and other forms of violence. To mitigate the trauma associated with this work, many companies are now leveraging AI moderators. These AI systems can flag inappropriate content, thereby protecting human moderators from exposure.

"Potentially hazardous applications of AI that could lead to job losses as well as inequities due to the misrepresentation of minority communities. An example is in the use of generative AI focus groups to predict responses of specific niche users. This practice risks perpetuating stereotypes and assumptions about certain minority (BIPOC) groups. What is crucial is the speed at which AI is being developed and integrated into society, and the level of preparedness of the general population to understand and utilize this technology. Those who completely reject AI may find themselves at a disadvantage in those industries that are rapidly adopting AI solutions."

SANA BAGERSH
Founder, The Global BrainTrust

"Our fear is that AI will worsen overall economic inequality, favouring those countries that are equipped for its adoption, mostly benefitting tech-savvy businesses and high-income workers who are able to leverage AI. The increase in the capital returns will likely expand the disparity of wealth between those who use AI and those who lack the knowledge and resources, unless adequate mitigation measures are put in place. But while AI will continue to improve the lives of millions globally, there is sure to be widespread job losses, impacting some industries, and many livelihoods especially in the developing nations. We know that new jobs will be created by the AI revolution. Understanding the delicate balance between automation which will replace jobs, and augmentation which will improve job output, is crucial to navigating AI's impact on future jobs."

ZAINAB HAFIZ
US Regional Advisor at the Global BrainTrust

"AI cannot replace critical thinking, creativity, or interpersonal skills, attributes that remain uniquely human. Created by humans for humans, AI still requires our input, learning, and interaction. And while AI may foreshadow job losses, it also creates opportunities for new roles.

"My seventh-grade science teacher once said that some of us would work in jobs that didn't yet exist. That idea fascinated me then, and it still does now. I believe AI will generate new jobs that rely on human skills, complemented by AI's capabilities. For organizations, this means rethinking the resources needed and addressing AI's impact proactively. There will be a need for "Upskilling and Reskilling" employees for a changing workforce, and "Future-Skilling" which will be an active anticipation of the technology requirements and roles needed to manage AI.

"Another key tract is 'Human-Skilling' which focuses on adaptability, emotional intelligence, and complex decision-making, she explained, adding that this will be supported by a strong focus on "engagement, and the nurturing of open and transparent communication with employees to drive these changes and foster a healthy mindset shift.

"Some big tech companies are taking steps to address job loss risks associated with AI, investing in reskilling and upskilling programs for their employees, while others are funding educational initiatives to prepare the broader workforce for a tech-driven future. However, the pace of technological advancement often outstrips these efforts, leading to gaps that need to be addressed."

RED FLAG 2: Mitigation of AI Risks to Jobs of Most Vulnerable (cont'd)

KATHERINE SHULOCK
Public Health Advisor at the Global BrainTrust

"While AI can be used effectively to analyze data and identify trends in disease, as well as potential outbreaks, it can't replace the human eye, with its sensitivity to nuance and its ability to incorporate qualitative data. AI is useful for the most basic surveillance of public data, but epidemiologists and clinicians trained in public health should not be replaced in comprehensive population health surveillance, response and programming.

"The human interaction between clinician and patient to explore and understand disease and pathology is essential. So many aspects of our health are subjective, cultural and qualitative, and human interaction can help diagnose a patient just as much as the quantitative and lab-based results. Patients in Western medicine are already complaining of declining human contact due to tight schedules and other aspects of the healthcare industry.

"Less human interaction with clinicians due to the introduction of AI in certain healthcare jobs will contribute to more frustration and less fulfilment on the patient experience. Although not yet proven, the widespread use of AI in the healthcare industry could lead to worse health outcomes. Thus, AI in healthcare and in public health, which looks at the whole of population health, should be heavily regulated."

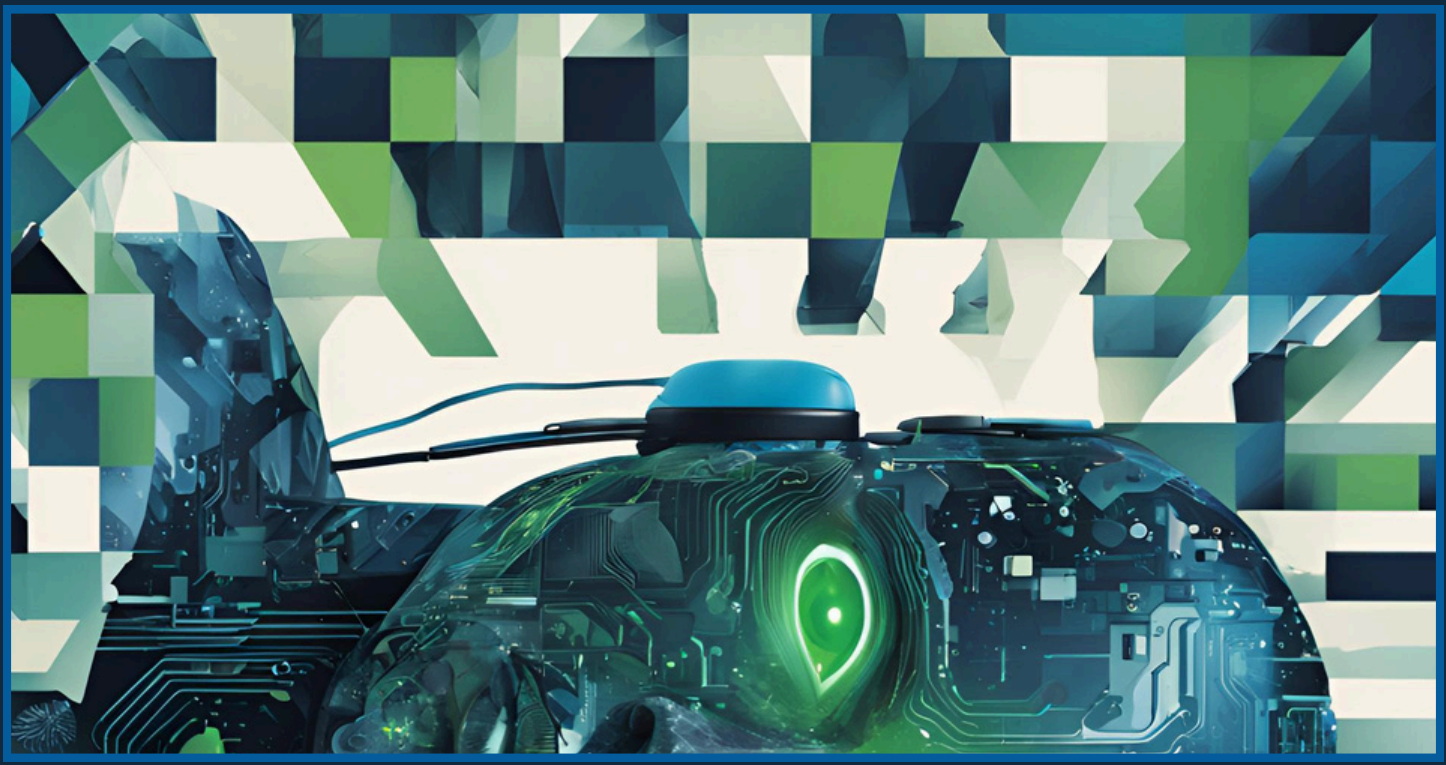
DR FRAN APPRICH,
Communication Advisor at the Global BrainTrust

"Schools and universities must prepare the new generation for the needed workforce. If we miss out on identifying these challenges and leveraging the opportunities, we'll end up with graduates who are in debt, and with no opportunities to pay back, to compete internationally or to help build a sustainable tomorrow".

RICK BUTLER
Social Impact Investor and Global Braintrust

"AI can only take certain jobs however it will create high-end jobs in return. So, which jobs are we worried about losing? These are the ones that require basic education and that keep company efficiencies down. Any job that requires repetition or script-like work is at risk of AI replacement.

"Take the automotive industry as an example. The automation process is based on repetitive design and production cycle per print. There is no need to have humans on an assembly line, as the machines can quickly assemble cars to meet the demand of the market. At the same time, the maintenance on a car is not repetitive as repairs are unique to each vehicle and driver. So, while AI can be programmed to build, it may not be so adept at repairing cars en masse".



RED FLAG 3: Guardrails and Regulation Over AI's Uncontrolled Trajectory

PROFESSOR AHMED BANAFA
Senior Technology Advisor, The Global BrainTrust

"There is growing tension between those advancing AI technologies and those wanting to address the potential risks. The (California) governor rejected the bill on the grounds that there needs to be a more targeted approach to AI regulation, with 'empirical' proof and a deeper understanding of advanced systems, rather than by imposing sweeping legislation."

AMER SAYED,
Global BrainTrust Advisor of Transformation, Impact, Prosperity

"The challenge lies in creating regulations that are both effective and adaptable to the fast-paced nature of technological advancement. However, in my view, AI is a technology that has exhibited exponential growth patterns over the past decade, requiring strict regulation to ensure the safety of those who enjoy the benefits afforded by AI enabled services.

"The goal is to ensure that AI's growth is aligned with human values, ethical standards, and societal needs, said Sayed, adding that effective collaboration, thoughtful regulation, and ongoing adaptation will bridge the gap between the rapid pace of AI development and human capabilities. Therefore, to ensure that future innovation in AI remains guided by the best interest of mankind and ethical values, strict regulation is necessary. But different countries should be given the opportunity to regulate and legalize AI according to their chosen set of moral and ethical hierarchies and values."

SANA BAGERSH
Founder, The Global BrainTrust

"Artificial intelligence is evolving in ways that are both unpredictable and uncontrolled. We know that innovation is vital and that AI is already transforming lives, however technological advancement should never come at the expense of public safety".

ABDULLAH ABONAMAH
Higher Education/ Learning Advisor at The Global BrainTrust

"AI regulation must be instituted so that artificial intelligence aligns with societal values and public welfare. "We've seen how malfunctions, biases, hallucination, and overall misuse can have serious consequences. That's why regulations are needed to ensure AI development follows strict safety and ethical guidelines, protecting users from unintended harm.

"Without regulation, there is a risk of misuse or mishandling of data, leading to privacy violations. Indeed, increased transparency and fairness in AI algorithms will help promote equality and prevent discriminatory outcomes in areas such as hiring, money lending, and law enforcement. National regulations can pave the way for international standards and cooperation, ensuring that AI technologies are used in ways that are beneficial and safe worldwide. This can lead to responsible global governance of AI."

PROF ABDUL RAHIM SABOUNI,
Advisor in Management Consulting, The Global BrainTrust

"It is important that proper regulations are developed and implemented to guard against the misuse and abuse of AI in all fields, and especially in education. There should be greater collaboration between the public and private sector, and especially involving academia, and business to facilitate innovation and mitigate risks."

WUNMI AKINLOSOTU
Community Development Advisor at The Global BrainTrust

"Every industry needs regulation, and AI is no exception. AI, because of its extensive capabilities in military, defence, and intelligence, is extremely dangerous to leave without regulation. With the increased use of AI, the industry needs regulation to protect society. AI harvests data across the internet, raising concerns about protecting the owners of this data and sometimes formulating its own results, which could be false. Although AI can offer many benefits, regulation is needed to ensure that the benefits outweigh the risks."

RED FLAG 4: Diversity Crisis in Silicon Valley's Tech Leadership

BRIE ALEXANDER,
Cultural Advisor, African Diaspora, The Global Braintrust

"In the fast-paced world of artificial intelligence (AI), diversity is not just desirable, it's critical, especially at the highest levels of decision-making. AI technology influences every aspect of modern life, from economic systems to personal privacy. However, a lack of diversity among AI decision-makers risks creating technologies that reinforce biases, overlook the needs of marginalized communities, and uphold the status quo of inequity. If AI is to serve the broader needs of humanity, we must champion diversity within its leadership.

"True change means empowering people from all backgrounds — particularly women and people of colour — not only to participate in AI's development but to shape its direction, design, and governance. By fostering inclusive leadership at every level, we can create an AI landscape that embodies innovation and advances a fairer, more just society."

GABRIELLA KOHLBERG
Government Development Economics Advisor, The Global BrainTrust

"Technology and AI companies should be using the past to inform their decision making and to course correct their future rather than pursue the same flawed direction. Evidentiary data has already shown that AI's current modelling capacity leads to discrimination of minorities and misaligned attributions."

"With hopes of AI being implemented across a multitude of sectors and for the goal of the betterment of quality of life for all, choosing a board only representing a single demographic to inform "strategic" decision making is ill-informed and ineffective. By directly contributing to, rather than negating the effects of skewed data input into AI's implementation, it leads to harmful consequences for our most vulnerable, those who currently are grossly disproportionately suffering from a poorer quality of life. Minorities, women, foreigners and basically all underrepresented groups are at risk.

"Whether less technologically involved or historically not represented in leadership or research-based concerns, it is known that AI is built off the data available – meaning the gap in data representing these groups needs to be bridged. Having a board that does not have that personal experience, insight or ethical priority only exponentially inflates the risk for these marginalized groups."

SANA BAGERSH
Founder, The Global BrainTrust

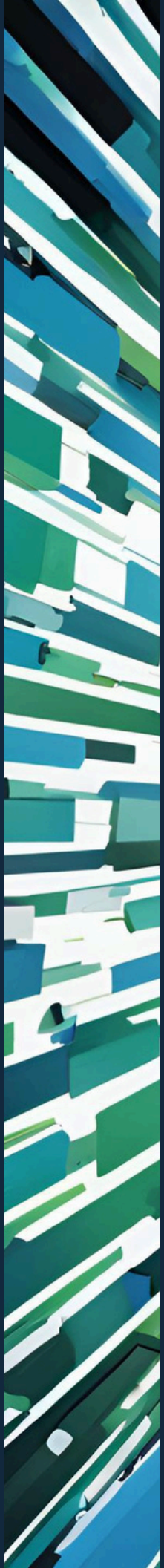
"There should be more inclusive representation in tech companies, in the face of cost-cutting measures and growing criticism of DEI initiatives by conservative voices, just a few years after they had gained traction in the tech industry. While AI is pervading every aspect of our lives, it is a small tech elite that is deciding on the tectonic shifts that are impacting all of humanity. Diversity within AI leadership and development teams is not a nice-to-have, it is an absolute imperative for a safer, fairer and more sustainable world. It's not just about involving technological experts, but also about having members from different sectors and civil society, to provide a more well-rounded view. They must represent functions and experiences beyond technology, and span across gender, race, and disciplines to achieve balanced and thoughtful guidance."

FRAN APPRICH
Media and Communication Advisor, The Global BrainTrust

"Intuition and empathy are crucial for a successful embedding and synergy of AI. It is not only about the integration, but the sustainable and responsible use of AI. Both genders and their intuition are essential to make this work for us humans as well as within the context of outer space and its further challenges and opportunities. Only together are we good enough to make the right decisions."

AHMED BUKAIR,
Student UW, USA, Youth Advisory Board, The Global BrainTrust

"When it comes to assembling a team of advisors it is not enough to have representatives of all cultures and colours to maintain unbiased resolutions. It is vitally important to integrate the youth voice, especially in decisions that affect the lives of millions. These days the youth voice is muted, largely ignored, but now is the time to change that. In tech and specifically AI adoption, the stakes are high. GenZ and the generations that follow have an exceptionally high vested interest in the future, and they should not only have their voices heard, but amplified. In my view, it starts with having a seat at the advisory board table, so we are able to share our unique perspectives."



VIEW POINT

The Diversity Crisis in AI's Global Transformation

by Brie Alexander, Cultural Advisor, African Diaspora, The Global BrainTrust

Yamoussoukra, Ivory Coast – In the fast-paced world of artificial intelligence (AI), diversity is not just desirable—it's critical, especially at the highest levels of decision-making. AI technology influences every aspect of modern life, from economic systems to personal privacy. However, a lack of diversity among AI decision-makers risks creating technologies that reinforce biases, overlook the needs of marginalized communities, and uphold the status quo of inequity.

People who identify as white represent only 16% of the global population, with white men comprising approximately half of that figure. Yet this small minority largely influences technology, which has far-reaching impacts on billions of people worldwide. When a narrow demographic holds power over the development of AI, the resulting technologies often fail to represent the experiences and needs of the broader global population. AI is shaped by the data it is trained on and the people who create them.

When teams lack representation across different races, genders, and socio-economic backgrounds, the technologies they produce can reflect a narrow worldview, unintentionally perpetuating existing biases and negatively impacting marginalized communities. For instance, facial recognition technologies have been shown to misidentify people of color at disproportionately high rates, underscoring the need for a more inclusive approach to AI development.

Compounding this issue is the often hostile work environment faced by women and people of color in Silicon Valley. Many endure discrimination, microaggressions, and limited access to leadership roles. In many cases, the same tech leaders who resist diversifying leadership roles perpetuate a culture of exclusivity that makes the field increasingly inaccessible to diverse voices. When the leaders building and deploying AI are indifferent to diversity, equity, and inclusion (DEI), it becomes nearly impossible to address the biases embedded in these systems.

Furthermore, the industry's inconsistent stance on DEI, shifting with political climates, compounds these challenges. Boeing's recent decision to dismantle its DEI program while advancing partnerships that explore AI and military tech integration, along with Meta's appointment of an all-white, all-male advisory council, serve as troubling examples. Both moves underscore a trend where DEI initiatives are deprioritized, symbolic, or dismissed altogether when inconvenient, despite clear evidence that diverse teams yield stronger, more innovative solutions.

This shortsightedness reveals a troubling reality: DEI efforts in tech are too often tokenized, prioritized only when politically convenient rather than integral to company values and innovation strategies. This dismissive approach overlooks the strategic advantage of diverse perspectives and denies the global population the chance to benefit from fair, ethical, and widely beneficial AI systems. If AI is to serve the broader needs of humanity, we must champion diversity within its leadership.

True change means empowering people from all backgrounds—particularly women and people of color—not only to participate in AI's development but to shape its direction, design, and governance. By fostering inclusive leadership at every level, we have the potential to create an AI landscape that embodies innovation and serves as a force for equity, advancing a fairer, more just society.

This shift will only happen when diversity, equity, and inclusion are treated as essential values embedded within the very core of AI's development rather than treated as optional or dictated by shifting political winds. The future of AI must be shaped by a chorus of diverse voices that represent the full spectrum of human experience. Only then can AI reflect the world it serves—equitably and inclusively.

VIEW POINT

"Deep Fakes" Are a Growing Danger and We Must Act !

by Sana Bagersh, Founder, The Global Braintrust

This past year has seen an alarming rise of deepfake incidents. Although the technology has been there for a while, what's deeply unsettling is the degree of realism in these so called 'fakes' and their immense potential to wreak havoc. Increasingly advancing tools can make it appear that someone said or did something they never actually did, which is the scariest part of this. Imagine how this can be weaponized, with disturbing consequences, and how reputations of upstanding individuals can be irreparably destroyed.

The 'deep fakes' have also come a lot closer to me this year, with a disturbing case reported in my neighborhood in Seattle, where students staged 'deep fakes' of young girls in pornographic settings. The school district was appalled, and Washington state pushed some progressive laws on this, but the whole legal infrastructure seems shaky, and totally unprepared, about how to regulate, much less enforce anything substantive. The critical concern is the erosion of personal privacy and the victimization of countless people, particularly women. Imagine the emotional and psychological toll of such violations is devastating, and the limited means of legal recourse in many jurisdictions. It is easy to see how this can impact young people, leading to severe trauma and suicidal feelings in the face of recriminations of their peers and the long term effect of the fake content on their future careers.

Remember the video in 2019 of Nancy Pelosi, then Speaker of the U.S. House of Representatives, that made her appear intoxicated? Or how scammers used Canadian Prime Minister Justin Trudeau's likeness in a 2.5-minute video ad on YouTube and Facebook? Then there's the ultra realistic deepfake on TikTok of Tom Cruise teeing off at a golf course. What was disturbing about all these cases is that they fooled a lot of people.

The technology we have now is far more sophisticated, and readily available to all, including those with nefarious agendas who can target public figures, and create content that sows division and mistrust.
It's also about the spread of criminal activity as well. We can recall the high-profile incident of 2021, when a cybercriminal used a deepfake audio clip of a company's CEO to scam a high-level executive into transferring $243,000 to a fraudulent account. The AI-generated voice was nearly indistinguishable from the real CEO's, showing how this technology can quite easily exploit even more savvy corporate targets, let alone the everyday uninformed individual. The spread of "deep fakes" demands our immediate attention. The very fabric of human trust is at stake. Imagine a future where we can no longer believe our eyes or ears—where every video or audio clip could be a potential fabrication. Such a scenario could destabilize societies, undermine governments, and endanger lives.

As a former journalist, I am especially concerned about the impact of deepfakes on journalism and governance. Misinformation could escalate exponentially, with fabricated evidence used to discredit individuals, manipulate elections, or even incite violence. In many regions of the world that are already grappling with political instability, deepfakes could act as a catalyst for chaos. So, what can we do? There's no question that we must prioritize education and awareness, to as broad a level as possible. The public needs to understand the capabilities of deepfake technology to critically evaluate the media they consume. Organizations of all sizes must invest in advanced detection tools, and these must be integrated into public platforms of all sizes.

Nothing happens without legislation! Governments worldwide must establish clear laws addressing the malicious use of deepfakes with the ability to enforce regulations. There should be ways to ensure that perpetrators face meaningful consequences, and nations must collaborate because the nature of this threat is global. We've all heard talk of "ethical AI", but it should be more than just talk. There needs to be a tangible framework with developers compelled to adhere to transparency and accountability - and have the ability to ensure that the solutions they create cannot be exploited for harm. Impossible? Maybe. But what other recourse is there?

There needs to be a huge shift in how we consume digital media, so we can easily question what we see, demand verification, and hold creators accountable. Personally, I have great faith in humanity and believe that with collective effort we can mitigate the major risks. But it will take a lot of work, and even more commitment!

VIEW POINT

Guarding against "Deep Fakes"

by Sana Bagersh, Founder, The Global Braintrust

In 2023 in the US alone, $2.70 billion was lost to scammers impersonating other people, making Americans more concerned than ever about AI-generated fake calls sounding like those of their loved ones. According to a 2023 survey of more than 1,000 fraud detection decision-makers, 29% of businesses have fallen for deepfake videos, while 37% have been the victims of deepfake voice fraud.

Research about deepfake attacks targeting corporates has revealed that sophisticated video conference infiltrations have bypassed traditional security measures. An example is the $622,000 Zoom call scam that used deepfake face-swapping technology to defraud a Chinese businessman. In another instance, a UK energy firm lost €220,000 due to a voice cloning scam.

The last couple of years have been a major turning point in cybersecurity because of the advancement of deep fakes. Law enforcement has had difficulty in combatting voice based attacks when criminals move money faster than conventional cybersecurity software's ability to track them.

AI-Generated CEO email fraud campaign targeting businesses have also increased. Research shows that 84% of executives believe cybercriminals' use of GenAI will exceed their institutions' defensive capabilities. Criminals have radically changed how they execute these attacks. While traditional business email compromise (BEC) schemes used simple email spoofing, AI-powered attacks show a hard to detect unprecedented level of sophistication.

Social media deepfake manipulation is another alarming trend where bad actors use automated bots across multiple media platforms concurrently. They estimate that less than one-third of consumers can identify the deep fakes, and although 76% of companies in the US think they can spot deepfakes, in reality only 24% can identify well-made fake content.

Keeping up with, and defending against deepfakes, requires vigilance and rapid response especially as deepfake technology evolves every day, and becomes increasingly more accessible to all.

Deepfake threats need to be tackled using multiple layers of security that include:

- Strict verification protocols for financial transactions.
- Ongoing staff training on deepfake detection.
- Deepfake simulation exercise to challenge and prepare institutions.
- Implementation of advanced AI powered monitoring systems.
- Introduction of out-of-band authentication processes.

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THE 2025 FOCUS

THE GLOBAL BRAINTRUST

KEY ISSUES ON OUR RADAR FOR 2025+

THINK. HUMAN. FIRST.

AI FOCUS IN 2025

ISSUES ACCORDING TO AI

1 GENERATIVE AI EVOLUTION

AI models will become even more advanced in creating hyper-realistic content, including images, videos, music, and 3D designs. These tools will redefine creative industries and user-generated content.

2 CONTEXT-AWARE INTERACTIONS

AI systems will achieve deeper contextual understanding, allowing for more meaningful and natural interactions in virtual assistants, chatbots, and personal productivity tools for different sectors.

3 REAL-TIME DECISION MAKING

AI-powered edge computing will enable instantaneous decision-making in high-stakes scenarios, including autonomous driving, drones, and emergency response systems and scenarios.

4 AI-AUGMENTED CREATIVITY

AI tools will enhance creative processes, empowering artists, writers, and designers to push boundaries while maintaining human creativity as the driving force.

5 AI-DRIVEN WORKPLACES

Organizations will harness AI to streamline operations, automate repetitive tasks, and enable better decision-making through smart analytics and predictive insights.

6 MULTI-MODAL AI SYSTEMS

AI will integrate data from multiple inputs—text, image, video, and sound—into cohesive outputs, enhancing applications in areas such as autonomous vehicles, virtual reality, and interactive education.

7 AUTONOMOUS AGENTS

Independent AI agents will revolutionize workflows by autonomously handling complex tasks. From customer service to project management, to improve efficiency and outcomes.

8 PERSONALIZED HEALTHCARE AI

AI-driven healthcare solutions will enhance personalized medicine, diagnostic tools, and patient monitoring. Breakthroughs in predictive analytics will aid in early disease detection and intervention.

9 ETHICAL AND EXPLAINABLE AI

AI systems will prioritize fairness, transparency, and accountability. Advances in explainable AI will ensure stakeholders understand decisions made by these systems, fostering greater trust.

10 ENVIRONMENTAL AI

AI applications will tackle global challenges such as climate change, energy optimization, and disaster prediction, by monitoring risks and proposing solutions.

11 HYPER PERSONALIZATION

AI will deliver uniquely tailored experiences in shopping, education, and entertainment, continuously adapting to user preferences in real time.

12 ADVANCED ROBOTICS

AI-powered robotics will achieve greater autonomy, dexterity, and intelligence, finding applications in industries like manufacturing, healthcare, and logistics.

OUR FOCUS IN 2025
THE GLOBAL BRAINTRUST

1

JOB LOSS AND ECONOMIC INEQUALITY

Widespread automation leading to the replacement of human labour, especially in low-skill jobs, further exacerbating unemployment and economic disparity.

2

BIAS AND DISCRIMINATION

AI perpetuating or amplifying biases in hiring, lending, healthcare, law etc leading to unfair outcomes.

3

LOSS OF HUMAN AUTONOMY

Over-reliance on AI systems eroding decision-making, creativity, and critical thinking in people and entities.

4

MISINFORMATION AND MANIPULATION

AI-generated deepfakes, fake news, and propaganda undermining trust and spreading societal division.

5

CONCENTRATION OF POWER

Control of AI technology by a few corporations, limiting equitable access and increasing systemic control.

6

WEAPONIZATION OF AI

Autonomous weapons or cyber-attack systems posing global security risks and ethical dilemmas

7

AI DEPENDENCE FOR CRITICAL SYSTEMS

Risk of catastrophic failures in healthcare, security, transportation, or infrastructure due to AI glitches.

8

UNEMPLOYMENT IN CREATIVE SECTORS

Generative AI impacting artists, musicians, and other creatives, challenging IP and livelihoods.

9

DATA PRIVACY AND SURVEILLANCE

Misuse of personal data by AI-driven surveillance systems, leading to invasive tracking and privacy loss.

10

EROSION OF ETHICAL OVERSIGHT

Speed of AI deployment outpacing regulations, creating a vacuum in ethical oversight and accountability.

11

LOSS OF CULTURAL IDENTITY

AI homogenizing cultures through universal design and content that reduces local traditions and languages.

12

ENERGY INTENSIVE AI MODELS

Training and running large AI models requires significant energy, leading to carbon emissions and environmental strain.

13

MARGINALIZING HUMAN BEHAVIOUR

Leading humans to become so dependent on automation, the desire and ambition to work, produce and compete.

14

RESOURCE EXPLOITATION

Demand for rare earth minerals and other components for AI infrastructure may increase environmental degradation.

15

EXISTENTIAL RISKS

Concerns about runaway AI systems or superintelligence scenarios where AI exceeds human control and alignment.

WHITE PAPERS

THE GLOBAL BRAINTRUST

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THINK. HUMAN. FIRST.

WHITE PAPER

America First in AI: The Second Trump Administration's Approach to a Competitive, Deregulated Future for AI

By Professor Ahmed Banafa, Senior Technology Advisor, The Global BrainTrust

The second Trump administration's approach to artificial intelligence (AI) would likely take a markedly different direction compared to current policies. In his first term, Trump's focus was on AI centered around enhancing national security, economic competitiveness, and reducing regulatory oversight. This foundation would likely serve as the springboard for even more ambitious AI initiatives in his second term.

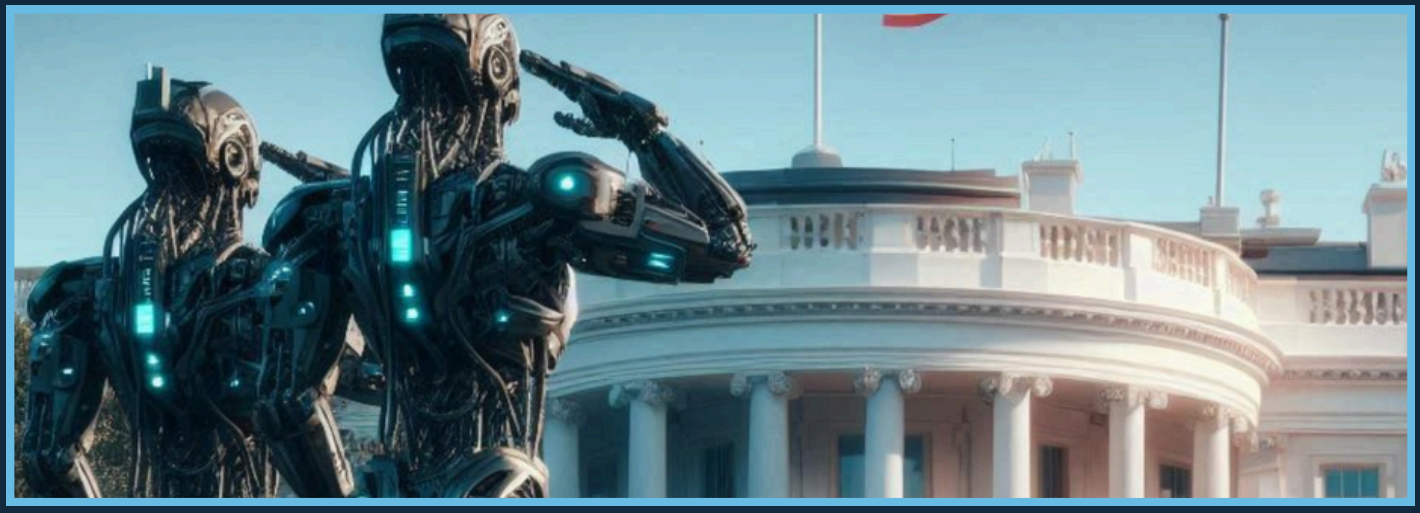
During his initial four years in office, Trump prioritized AI's role in bolstering America's strategic and economic position on the global stage. He launched the "American AI Initiative," which aimed to dramatically increase federal funding for AI research, expand government access to AI resources, and forge international partnerships to shape AI standards.

Additionally, the Trump administration established the first national AI research institutes and issued "AI Regulatory Guidance" to establish parameters for how federal agencies could utilize AI technologies. These efforts laid the groundwork for a market-driven, innovation-centric approach to AI development, seeking to balance technological advancement with national security imperatives.

In a second term, Trump would likely seek to dismantle recent AI-related policies introduced by the Biden administration that emphasized ethical AI usage, fairness, and inclusivity. Instead, a renewed Trump White House would likely focus on further reducing barriers to private sector AI development and limiting government oversight and control over technology companies, particularly when it comes to content moderation on social media platforms. Given the administration's historically critical stance on perceived tech censorship, AI policies under Trump II might prioritize promoting unfettered free speech on digital platforms, while simultaneously securing AI capabilities for defense and national security applications.

On the international front, Trump's AI policies would likely center around reducing American dependence on China for critical AI and technology supply chains. This could manifest in new restrictions on partnerships and technology transfers with Chinese AI firms, paired with concerted efforts to bolster domestic AI manufacturing and R&D. Such an approach would align with the administration's broader trade policies aimed at phasing out Chinese imports and limiting foreign investment in strategic technology domains.

A second Trump term could usher in a decidedly more nationalist, market-driven approach to AI policy. While continuing to prioritize technological competitiveness and national security, the administration would likely seek to dismantle recent guardrails on AI development, curtail government intervention in technology and media platforms, and reduce economic interdependence with geopolitical rivals like China. This vision for AI's future would represent a stark departure from the balanced, ethically conscious frameworks championed by the current administration.



WHITE PAPER

AI in the Medical Field: Transforming Healthcare for the Future

By Professor Ahmed Banafa, Senior Technology Advisor, The Global BrainTrust

Artificial Intelligence (AI) is revolutionizing industries worldwide, and the medical field is no exception. From diagnostics to treatment, AI is making profound changes in how healthcare professionals deliver care, increasing efficiency, reducing errors, and ultimately improving patient outcomes. We will explore AI's applications in healthcare, its advantages and challenges, ethical considerations, and what the future may hold. The integration of AI into healthcare marks a significant paradigm shift, driven by advancements in machine learning (ML), natural language processing (NLP), and big data analytics. AI's ability to analyze complex data sets, detect patterns, and offer insights faster than humans has made it indispensable in diagnostics, personalized medicine, surgical assistance, and patient management.

For decades, healthcare has relied on human expertise and traditional tools. However, with the exponential growth in medical data and complexity of healthcare needs, it has become nearly impossible for human practitioners to keep up without assistance. AI technologies offer a solution by helping clinicians make faster and more accurate decisions. AI's potential to improve diagnostics is one of its most significant contributions to the medical field. Medical imaging, pathology, and genomics have particularly benefited from AI algorithms. AI in medical imaging has made it possible to detect diseases like cancer, heart disease, and neurological disorders more accurately and at earlier stages. Algorithms can analyze X-rays, CT scans, MRIs, and ultrasounds to identify abnormalities that may be too subtle for the human eye to catch. For instance, AI has shown to be particularly effective in identifying breast cancer in mammograms, sometimes outperforming human radiologists. AI-powered image recognition tools also assist in diagnosing brain injuries, lung diseases, and fractures. These tools can process large volumes of images in seconds, enabling quicker diagnoses in emergency settings, which can be life-saving. In pathology, AI is used to analyze tissue samples and detect cancerous cells or other abnormalities. Machine learning models can detect patterns and classify diseases more efficiently than traditional methods. This allows for faster diagnoses and reduces the likelihood of human error, especially in complex or rare conditions.

In the field of laboratory medicine, AI algorithms have been applied to automate the interpretation of test results. This has greatly enhanced the speed and accuracy of blood tests, genetic analysis, and other diagnostic procedures. Personalized medicine is an emerging field where AI plays a crucial role by tailoring treatments to individual patients based on their genetic makeup, lifestyle, and other factors. AI can analyze a patient's genetic data and predict their response to various drugs or treatments, ensuring a more personalized and effective approach. AI assists in the field of pharmacogenomics, where machine learning algorithms predict how different patients will respond to drugs based on their genetic profiles. This allows healthcare providers to design tailored treatment plans, avoiding adverse drug reactions and optimizing dosages. Predictive analytics powered by AI can foresee disease risks in patients before symptoms appear. This is especially useful in chronic diseases like diabetes, heart disease, and certain cancers, where early detection is crucial for effective intervention. AI models analyze vast amounts of health data, including patient history, genetic information, and lifestyle factors, to predict the likelihood of future health issues.

AI-powered robotic systems have made significant strides in the field of surgery, allowing for greater precision, less invasive procedures, and faster recovery times. AI-enhanced robotic systems assist surgeons in performing complex procedures with precision that would be difficult to achieve with human hands alone. These systems provide high-definition, 3D views of the surgical site and allow for minimally invasive procedures, which reduce recovery time and minimize risks of complications. AI is also moving toward fully autonomous surgical systems that can perform certain tasks independently. These systems rely on algorithms to make decisions during surgery, adjusting to the patient's specific needs in real-time. While still in the experimental phase, such systems represent the next frontier in AI-driven healthcare. The process of discovering new drugs is costly and time-consuming, often taking years and billions of dollars to bring a new drug to market. AI has the potential to transform this process by speeding up the identification of potential drug candidates, optimizing clinical trials, and predicting success rates.

AI algorithms analyze vast datasets from clinical trials, medical literature, and genetic information to identify compounds that could be effective against particular diseases. AI-driven platforms use deep learning to predict how drugs will interact with the human body, significantly accelerating the drug discovery process. AI is also improving the efficiency of clinical trials by helping researchers select ideal candidates for testing and predicting how different groups of patients will respond to a treatment. This can significantly shorten the time it takes to bring new drugs to market. AI is transforming patient care beyond diagnosis and treatment by improving monitoring and management, especially for chronic diseases.

AI in the Medical Field: Transforming Healthcare for the Future (cont'd)

AI-powered virtual assistants, like chatbots, help patients manage their conditions by providing timely reminders, answering questions, and tracking symptoms. These tools are particularly valuable in managing chronic diseases such as diabetes, hypertension, and asthma. Virtual health assistants can monitor patients' vital signs through wearable devices and provide real-time feedback, alerting healthcare providers when intervention is needed. AI enhances remote monitoring technologies, allowing healthcare providers to keep track of patients outside of traditional healthcare settings. AI-driven devices collect and analyze data from wearable sensors, such as heart rate monitors or glucose meters, ensuring continuous patient care. These devices help detect early warning signs of health issues, leading to prompt interventions and reducing hospital readmissions.

Electronic Health Records (EHR) have long been a cornerstone of digital healthcare, but managing and extracting useful insights from EHR data is a challenge. AI has the potential to make EHRs more intelligent, efficient, and useful for both patients and healthcare providers. AI tools can automatically extract relevant information from EHRs, such as patient history, laboratory results, and treatment plans, making it easier for healthcare providers to get a comprehensive view of a patient's health. These AI systems reduce administrative burdens on healthcare workers and ensure that they have the most relevant information when making clinical decisions.

Predictive analytics within EHR systems is a growing trend, where AI models analyze patient data to predict potential complications or risks. For example, AI can identify patients at high risk for sepsis, a life-threatening condition, before symptoms become apparent. This allows for preemptive treatments, potentially saving lives. While AI holds enormous promise, its integration into healthcare also brings ethical and legal challenges that must be addressed. Issues around patient data privacy, algorithmic bias, and the role of AI in decision-making are at the forefront of the discussion. AI systems rely on vast amounts of personal health data, raising concerns about how this data is collected, stored, and used. The misuse of sensitive patient information could lead to breaches of privacy and trust. Healthcare providers and AI developers must ensure that data security measures are robust, and patients are informed about how their data is being utilized. Bias in AI algorithms is a critical issue, particularly in healthcare, where the consequences of biased decisions can be life-threatening. If AI models are trained on data that under-represents certain populations, they may fail to provide accurate diagnoses or treatment recommendations for these groups. Developers must work to ensure that AI systems are trained on diverse datasets to mitigate this risk.

The question of accountability in AI-driven healthcare decisions is complex. Who is responsible if an AI system makes a mistake—the developers, the healthcare provider, or the hospital? Legal frameworks are still catching up to these issues, and clarity is needed on liability and accountability for AI-related errors in medical care. The future of AI in healthcare is full of potential. As AI technologies continue to improve, we can expect even more advanced applications, such as AI-driven preventive care, more sophisticated surgical robots, and AI-based treatment planning for complex diseases like cancer. AI's ability to predict disease onset and progression will drive the future of preventive medicine. By analyzing genetic, environmental, and lifestyle data, AI will enable healthcare providers to offer tailored preventive measures for patients, reducing the burden of chronic diseases and enhancing overall public health. The combination of AI and genomics will likely lead to groundbreaking discoveries in personalized medicine. AI can rapidly analyze genetic information, providing insights into individual disease risks and helping to design targeted treatments. This could revolutionize treatments for complex conditions like cancer, where precision medicine is key. Looking forward, AI systems may evolve to a point where fully autonomous surgeries are commonplace. These surgeries could be performed with high precision, minimizing human error and allowing surgeons to focus on more complex decision-making tasks.

AI is already reshaping the medical field in profound ways, and its potential is only just beginning to be realized. From enhancing diagnostics and treatment options to personalizing patient care and improving healthcare administration, AI offers unparalleled opportunities to improve patient outcomes. However, the medical community must navigate ethical, legal, and technical challenges to ensure that AI is used responsibly and effectively. As AI technologies continue to evolve, healthcare providers, policymakers, and technologists must collaborate to harness the full potential of AI while safeguarding patient rights, privacy, and safety. The future of healthcare is undoubtedly intertwined with the future of AI, and the possibilities are boundless.

WHITE PAPER

Emotion AI: Unlocking the Power of Emotion Intelligence

By Professor Ahmed Banafa, Senior Technology Advisor, The Global BrainTrust

Emotion AI, also known as affective computing or artificial emotional intelligence, is a rapidly growing field within artificial intelligence that seeks to understand, interpret, and respond to human emotions. This technology is designed to bridge the gap between human emotions and machine understanding, enabling more natural and empathetic interactions between humans and machines. As AI continues to evolve, the ability to recognize and respond to emotions is becoming increasingly important, not only for enhancing user experiences but also for applications in mental health, education, customer service, and more.

Definition of Emotion AI

Emotion AI refers to the subset of artificial intelligence that is focused on detecting, analyzing, and responding to human emotions. It combines techniques from computer science, psychology, and cognitive science to develop systems that can recognize emotional cues from various sources, such as facial expressions, voice tone, body language, and even physiological signals like heart rate or skin conductivity. By interpreting these signals, Emotion AI can make inferences about a person's emotional state and respond accordingly.

Emotion AI systems typically rely on machine learning algorithms, natural language processing (NLP), and computer vision to analyze emotional data. These systems are trained on large datasets of emotional expressions and behaviors, allowing them to recognize patterns and make predictions about emotional states. Over time, as these systems are exposed to more data, they become more accurate in their emotional assessments.

Emotion AI has a wide range of applications across various industries. Key areas where Emotion AI is being utilized include:

- Customer Service: Emotion AI is being integrated into customer service platforms to enhance interactions between customers and service representatives. By analyzing the tone of voice and word choice, Emotion AI can detect if a customer is frustrated, confused, or satisfied. This allows customer service agents to tailor their responses to better meet the emotional needs of the customer, leading to improved customer satisfaction.
- Mental Health: In the field of mental health, Emotion AI is being used to monitor and support individuals with mental health conditions. For example, AI-driven chatbots can provide real-time emotional support by recognizing signs of distress in a person's language and offering appropriate interventions. Additionally, Emotion AI can be used in therapy sessions to help therapists understand their patients' emotions more accurately, leading to more effective treatment plans.
- Education: Emotion AI is being applied in educational settings to create more personalized learning experiences. By analyzing students' facial expressions and body language, Emotion AI can gauge their engagement levels and emotional responses to different teaching methods. This information can then be used to adjust the curriculum or teaching style to better suit the individual needs of each student.
- Marketing: In marketing, Emotion AI is being used to create more emotionally resonant advertisements. By analyzing how consumers react to different ads, companies can gain insights into what emotional triggers are most effective for their target audience. This enables marketers to craft campaigns that are more likely to evoke the desired emotional response, leading to increased brand loyalty and sales.
- Human-Computer Interaction: Emotion AI is transforming the way humans interact with computers and other devices. For example, voice-activated virtual assistants like Siri and Alexa can use Emotion AI to detect the user's emotional state and respond in a more empathetic manner. This creates a more natural and engaging user experience, making technology feel more human.
- Autonomous Vehicles: In the automotive industry, Emotion AI is being integrated into autonomous vehicles to enhance safety and passenger experience. For instance, Emotion AI can monitor a driver's facial expressions and physiological signals to detect signs of drowsiness or stress. The vehicle can then take appropriate actions, such as issuing a warning or taking control of the vehicle to prevent accidents

WHITE PAPER

Emotion AI: Unlocking the Power of Emotion Intelligence (cont'd)

Advantages of Emotion AI across different sectors:

- Enhanced User Experience: By understanding and responding to human emotions, Emotion AI can create more personalized and empathetic interactions. This leads to higher levels of user satisfaction and engagement.
- Improved Mental Health Support: Emotion AI can provide real-time emotional support and monitoring, making it a valuable tool in mental health care. It can help individuals manage their emotions and access appropriate interventions when needed.
- Increased Productivity: In the workplace, Emotion AI can be used to monitor employee well-being and stress levels. By addressing emotional challenges early, companies can reduce burnout and improve overall productivity.
- Better Decision-Making: Emotion AI can provide insights into human emotions that might not be immediately apparent. This can help businesses make more informed decisions, whether it's in customer service, marketing, or product development.
- Safety Improvements: In industries like automotive and healthcare, Emotion AI can enhance safety by monitoring emotional and physiological states, leading to timely interventions that prevent accidents or errors.

Disadvantages of Emotion AI. Despite its advantages, Emotion AI also has several disadvantages:

- Privacy Concerns: Emotion AI relies on the collection and analysis of personal data, including facial expressions, voice recordings, and physiological signals. This raises significant privacy concerns, as individuals may not be comfortable with their emotional data being monitored and analyzed.
- Bias and Inaccuracy: Like all AI systems, Emotion AI is susceptible to biases in the data it is trained on. If the training data is not representative of diverse populations, the system may make inaccurate or biased assessments of emotions. This can lead to unfair treatment or misinterpretation of emotions.
- Ethical Issues: The use of Emotion AI raises ethical questions about consent, manipulation, and the potential for misuse. For example, companies could use Emotion AI to manipulate consumers' emotions for profit, or governments could use it for surveillance purposes.
- Over-Reliance on Technology: There is a risk that individuals and organizations may become overly reliant on Emotion AI, leading to a reduction in human empathy and emotional intelligence. This could have negative consequences for interpersonal relationships and social interactions.
- Technical Limitations: Emotion AI is still in its early stages, and there are technical limitations to its accuracy and reliability. Emotions are complex and can be expressed in many different ways, making it challenging for AI systems to accurately interpret them in all contexts.

Challenges Facing Emotion AI
As Emotion AI continues to develop, it faces several challenges that must be addressed:

- Data Diversity: One of the biggest challenges in Emotion AI is ensuring that the training data is diverse and representative of different populations. Emotions can be expressed differently across cultures, genders, and age groups, so it's important for Emotion AI systems to be trained on data that reflects this diversity.
- Real-Time Processing: For Emotion AI to be effective in applications like customer service or autonomous vehicles, it needs to be able to process emotional data in real-time. This requires significant computational power and efficient algorithms that can quickly analyze and interpret emotional signals.
- Contextual Understanding: Emotions are often influenced by context, and the same emotional expression can have different meanings in different situations. Developing Emotion AI systems that can understand and interpret context is a major challenge that researchers are working to overcome.
- Ethical and Legal Frameworks: As Emotion AI becomes more widespread, there is a need for clear ethical and legal frameworks to govern its use. This includes regulations around data privacy, consent, and the potential for misuse. Developing these frameworks will require collaboration between policymakers, researchers, and industry stakeholders.
- Integration with Existing Systems: Emotion AI needs to be seamlessly integrated with existing technologies and systems. This can be challenging, especially in industries like healthcare or automotive, where there are strict regulations and standards that must be adhered to.

WHITE PAPER

Emotion AI: Unlocking the Power of Emotion Intelligence (cont'd)

The Future of Emotion AI

The future of Emotion AI is promising, with many exciting developments on the horizon. As technology continues to advance, Emotion AI is expected to become more accurate, reliable, and widely adopted across various industries.

- Advancements in AI and Machine Learning: Ongoing advancements in AI and machine learning are likely to lead to more sophisticated Emotion AI systems. These systems will be better able to understand complex emotions and respond in a more nuanced and empathetic manner.
- Greater Integration into Daily Life: As Emotion AI becomes more advanced, it is likely to be integrated into a wider range of devices and applications. From smart homes to wearable technology, Emotion AI will play a key role in creating personalized and emotionally aware environments.
- Personalized Mental Health Care: Emotion AI has the potential to revolutionize mental health care by providing highly personalized and real-time emotional support. This could lead to more effective treatment plans and better outcomes for individuals with mental health conditions.
- Ethical AI Development: As the field of Emotion AI grows, there will be an increasing focus on developing ethical AI systems. This includes ensuring that Emotion AI is transparent, fair, and used in a way that respects individuals' rights and privacy.
- Global Adoption and Regulation: Emotion AI is likely to see global adoption, with countries around the world integrating it into various sectors. However, this will also require the development of international regulations and standards to ensure its ethical and responsible use.
- Collaboration Across Disciplines: The future of Emotion AI will require collaboration across disciplines, including computer science, psychology, neuroscience, and ethics. By working together, researchers and practitioners can develop Emotion AI systems that are both technically advanced and socially responsible.

Emotion AI represents a significant advancement in the field of artificial intelligence, with the potential to transform the way humans interact with machines. By enabling machines to understand and respond to human emotions, Emotion AI can create more natural, empathetic, and personalized experiences across a wide range of applications.

However, the development and deployment of Emotion AI also come with challenges, including privacy concerns, biases, ethical dilemmas, and technical limitations. Addressing these challenges will require ongoing research, collaboration, and the development of robust ethical and legal frameworks.

WHITE PAPER

The Rise of the AI Whisperers: New AI Jobs in the Age of Generative AI

By Professor Ahmed Banafa, Senior Technology Advisor, The Global BrainTrust

The rapid advancement of generative artificial intelligence (AI) technologies, such as large language models and generative adversarial networks, is poised to reshape the job market and create new opportunities across various industries. As these powerful AI systems become more prevalent, organizations will need skilled professionals to develop, deploy, and manage them responsibly. In this article, we explore ten of the top jobs that have emerged or will likely emerge as a result of generative AI.

1. Prompt Engineer

As the name suggests, prompt engineers are responsible for crafting precise and effective prompts to guide generative AI models, ensuring they generate accurate and relevant outputs. This role requires a deep understanding of natural language processing (NLP), machine learning algorithms, and the specific domain in which the AI model will be applied.

Key Skills:

- Expertise in NLP and language modeling
- Knowledge of machine learning techniques and model architectures
- Strong communication and problem-solving abilities
- Domain expertise in the relevant field (e.g., healthcare, finance, marketing)

2. AI Ethicist

With the increasing power and ubiquity of AI systems, AI ethicists play a crucial role in ensuring these technologies are developed and deployed responsibly. They address critical issues such as bias, privacy, transparency, and the societal impacts of AI.

Key Skills:

- Expertise in ethics, philosophy, and social sciences
- Understanding of AI technologies and their implications
- Ability to navigate complex ethical dilemmas and provide practical guidance
- Strong communication and decision-making skills

3. AI Content Creator

Generative AI models have the capability to produce written content, images, videos, and other multimedia assets. AI content creators leverage these tools to generate engaging and creative content for various platforms and industries, such as marketing, entertainment, and journalism.

Key Skills:

- Proficiency in using generative AI tools and platforms
- Creativity and storytelling abilities
- Understanding of content creation best practices and audience engagement
- Knowledge of relevant industries and content domains

4. AI Model Curator

With the proliferation of AI models, organizations need professionals who can evaluate, select, and maintain the appropriate models for specific use cases. AI model curators are responsible for ensuring the models are up-to-date, accurate, and aligned with organizational goals.

Key Skills:

- Expertise in machine learning model evaluation and selection
- Knowledge of various AI model architectures and their strengths/weaknesses
- Understanding of data management and preprocessing techniques
- Strong analytical and decision-making abilities

WHITE PAPER

The Rise of the AI Whisperers: New AI Jobs in the Age of Generative AI (cont'd)

5. AI Interaction Designer

As AI systems become more conversational and interactive, AI interaction designers are tasked with creating intuitive and engaging user experiences. They ensure seamless human-AI interactions across various platforms and devices, such as voice assistants, chatbots, and augmented reality applications.

Key Skills:

- Proficiency in user experience (UX) and user interface (UI) design
- Understanding of conversational AI and natural language interactions
- Knowledge of human-computer interaction principles
- Ability to conduct user research and testing

6. AI Data Analyst

Generative AI models require large and diverse datasets for training. AI data analysts are responsible for collecting, cleaning, and preparing data to feed into these models, ensuring data quality and adherence to privacy and ethical standards.

Key Skills:

- Expertise in data mining, data wrangling, and data preprocessing
- Knowledge of data structures, databases, and data storage solutions
- Understanding of data privacy and security best practices
- Strong analytical and problem-solving abilities

7. AI Legal Consultant

The rapid adoption of AI technologies raises legal questions and challenges related to intellectual property, liability, and regulatory compliance. AI legal consultants advise organizations on navigating the complex legal landscape surrounding AI.

Key Skills:

- Expertise in intellectual property law, data privacy regulations, and AI-related legislation
- Understanding of AI technologies and their implications
- Ability to interpret and apply legal frameworks to emerging AI use cases
- Strong communication and advisory skills

8. AI Explainability Expert

As AI systems become more complex, there is a growing need for experts who can interpret and explain the decision-making processes of these models. AI explainability experts help organizations understand and communicate how their AI systems operate, increasing transparency and trust.

Key Skills:

- Expertise in machine learning interpretability and explainability techniques
- Knowledge of AI model architectures and decision-making processes
- Strong communication and visualization abilities
- Understanding of relevant industry domains and use cases

9. AI Security Specialist

With the increasing reliance on AI systems, ensuring their security and robustness against adversarial attacks and vulnerabilities is crucial. AI security specialists work on developing secure AI systems and mitigating potential risks.

Key Skills:

- Expertise in cybersecurity and AI security best practices
- Knowledge of AI model architectures and potential vulnerabilities
- Understanding of adversarial machine learning techniques
- Strong analytical and problem-solving abilities

WHITE PAPER

The Rise of the AI Whisperers: New AI Jobs in the Age of Generative AI (cont'd)

10. Generative AI Trainer

Generative AI models require extensive training on large datasets. Generative AI trainers are responsible for designing and implementing efficient training pipelines, optimizing model performance, and ensuring the models are trained on diverse and representative data.

Key Skills:

- Expertise in machine learning model training and optimization
- Knowledge of data preprocessing and augmentation techniques
- Understanding of distributed computing and scalable training infrastructure
- Strong analytical and problem-solving abilities

As generative AI technologies continue to evolve and be adopted across various sectors, new roles and specializations will likely emerge to support the development, deployment, and responsible use of these powerful AI systems. Organizations will need a diverse range of skilled professionals to harness the potential of generative AI while addressing the associated challenges and ethical considerations.

Skillsets for the Future of Work

The rise of generative AI presents both challenges and opportunities for the workforce. While some jobs may be automated, many will transform, requiring new skillsets to collaborate effectively with AI and ensure continued success. Here's a breakdown of essential skills for both technical and non-technical employees to navigate the generative AI era:

Technical Skills:

- Data Analysis and Interpretation: As data fuels AI models, the ability to collect, analyze, and interpret data will be critical. This includes familiarity with data visualization tools, statistical analysis techniques, and drawing meaningful insights from complex datasets.
- Problem-Solving and Critical Thinking: AI excels at specific tasks, but human expertise remains vital in problem-solving and critical thinking. The ability to identify problems that AI can't solve, develop creative solutions, and critically evaluate AI outputs will be highly sought-after.
- Understanding of AI Principles: A basic understanding of how AI works, its limitations, and its potential biases will be crucial for effective collaboration. This includes familiarity with concepts like machine learning, natural language processing, and ethical considerations in AI development.
- Adaptability and Continuous Learning: The AI landscape is constantly evolving. The ability to adapt to new technologies, embrace continuous learning, and stay updated on the latest advancements will be essential for long-term career success.

Non-Technical Skills:

- Communication and Collaboration: Effective communication will be paramount in conveying ideas to AI systems and collaborating with colleagues in AI-powered workflows. This includes clear writing, concise explanations, and the ability to work effectively in teams.
- Creativity and Innovation: While AI can automate tasks, human creativity remains irreplaceable. The ability to think outside the box, generate new ideas, and leverage AI to enhance creative processes will be crucial for differentiation.
- Critical Thinking and Ethical Reasoning: As AI becomes more integrated into society, the ability to critically evaluate its outputs and identify potential biases is vital. Ethical reasoning and a strong moral compass will ensure responsible use of AI technology.
- Project Management and Workflow Optimization: Optimizing workflows for seamless human-AI collaboration will be key. This involves strong project management skills, the ability to delegate tasks effectively, and identifying areas where AI can augment human capabilities.

Beyond the List: A Growth Mindset

While this list provides a roadmap, the most critical skill in the generative AI era might be a growth mindset. The ability to embrace change, learn new skills quickly, and adapt to new technologies will be essential for long-term career success. By fostering a spirit of continuous learning and staying curious about the evolving world of AI, both technical and non-technical employees can position themselves to thrive in the years to come.

REFERENCES

THE GLOBAL BRAINTRUST

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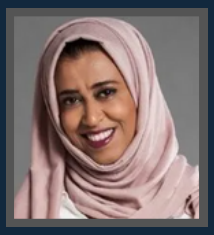
THINK. HUMAN. FIRST.

ADVISORS IN THIS REPORT



SANA BAGERSH - FOUNDER, THE GLOBAL BRAINTRUST

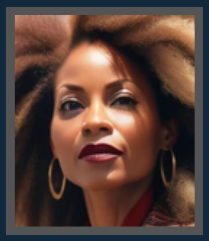
Sana Bagersh is an interculturalist with international experience developing and marketing projects in Africa, Europe, the USA and the Arabian Gulf. Bagersh set up The Global Braintrust so people from across the globe can be represented in the AI conversation. Her social impact platforms champion women, youth, the elderly, and advocate for diversity, sustainability, and human-centered tech. In 2009 she established Tamakkan to support small businesses, and Tempo to promote bridge-building, social entrepreneura. She launched The Smovies in 2014 as a grass-roots short film competition platform to amplify user-generated public-good content. After the disruption of Covid, Bagersh authored “What a Leader Should Be’ on compassionate and decisive leadership, and World4Good to promote successful blueprints for a better world.

PROFESSOR AHMED BANAFA – SENIOR TECHNOLOGY ADVISOR, THE GLOBAL BRAINTRUST

Professor Banafa is a distinguished expert in IoT, Blockchain, Cybersecurity, and AI with a strong background in research, operations, and management. He has been recognized for his ocontributions, receiving the Certificate of Honor from the City and County of San Francisco, the Haskell Award for Distinguished Teaching from the University of Massachusetts Lowell, and the Author & Artist Award from San Jose State University. Prof. Banafa is an accomplished author. His work “Secure and Smart Internet of Things (IoT) using Blockchain and Artificial Intelligence (AI)” earned him the San Jose State University Author and Artist Award and recognition as one of the Best Technology Books of All Time and Best AI Models Books of All Time. His book “Blockchain Technology and Applications” is added into curricula at institutions like Stanford University.

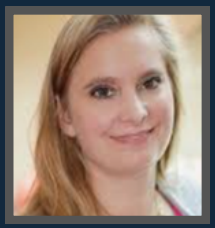
DR ABDULLAH ABONAMAH – HIGHER ED & LEARNING ADVISOR, THE GLOBAL BRAINTRUST

Professor Abdullah served as President and Provost of the Abu Dhabi School of Management, providing executive leadership, spearheading strategic initiatives to propel organizational growth and excellence. With a focus on fostering innovation and efficiency, he leads the design and development of academic programs, ensuring their alignment with evolving industry trends and academic standards through local and international accreditations. Dr Abdullah champions the integration of emerging technologies and streamlined processes, facilitating agile project management and resource optimization. In nurturing a culture of adaptability and collaboration. He actively engages with the community through teaching, research, and advocacy, bolstering the organization’s reputation and meaningful outreach efforts.



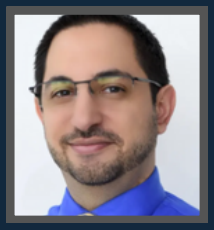
BRIE ALEXANDER – CULTURAL ADVISOR TO THE AFRICAN DIASPORA, THE GLOBAL BRAINTRUST

Brie Alexander is a dynamic cultural producer and media entrepreneur dedicated to social impact storytelling. Her extensive nonprofit work highlights her commitment to driving change and supporting change agents, especially within Africa and the African Diaspora. Brie collaborates with diverse thought leaders to address AI’s human values and concerns. Her mission is to amplify Africa and the Diaspora’s voices, expanding those often excluded in the narrow dialogues about AI and its impact, creating narratives that reflect our collective ethos and highlight untold stories. In a landscape dominated by divisive narratives, Brie fosters community empowerment and thoughtful dialogue.



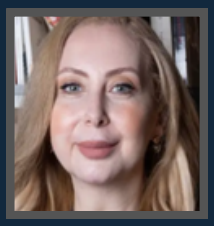
DR FRAN APPRICH - MEDIA AND COMMS ADVISOR, THE GLOBAL BRAINTRUST

Dr Fran is an international innovator and communication/media specialist. She has over 20 years of experience as a professor, media consultant and communication expert. She has worked internationally, embedding strategic media communication within needed synergies. Her expertise spans media companies, Ivy League academic institutions and government entities. Dr Fran is an award winning academic, researcher, creative and manager with over 15 years of experience in education, creative industries and entrepreneurship. She served as Media Researcher, Filmmaker & Composer at Yale University, and worked as Creative Director in Saatchi & Saatchi, Reunion in France, and has keynoted events at the Sorbonne, Oxford University and at Harvard Business Review. She served as Film Festival Director & Creative Consultant in Wyk, Föhr, Germany.



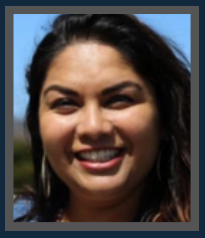
DR WASSEEM ABAZA – ENTREPRENEURSHIP ADVISOR, THE GLOBAL BRAINTRUST

Dr. Wasseem Abaza is an Assistant Professor of Entrepreneurship at Zayed University and the Director of the University's Award-Winning Innovation and Entrepreneurship Center. He is also the co-founder and managing director of the Founders Academy, an independent entrepreneurial education and incubation company that integrates business, psychology and sustainability in the development of young female entrepreneurs. He has provided various consulting services on Strategy, Social Innovation and Positive Organizational Development with organizations and entities such as the Dubai Executive Office, Dubai Future Foundation, DP World, Al Ahli Holding Group and the International Federation of the Red Cross/Red Crescent among others. Dr. Abaza is the former vice-chair of the Middle East Chapter of the UN's Principles for Responsible Management Education.



MAYSOON BARBER - SOCIAL IMPACT ADVISOR, THE GLOBAL BRAINTRUST

Executive Director to Fatima bint Hazza Cultural Foundation – a cultural NGO where she launched cultural initiatives in the three pillars of Art, Literature and Social Impact initiatives. A passionate Social Impact Specialist, she designed and implemented bottom-up inclusive programs to empower and uplift vulnerable communities in Southeast Asia and Africa. Through culture work, encompassing the realms of arts, heritage, education, and cultural expression - which drive social impact and foster positive change within communities - these initiatives have served to advance positive change and transformational outcomes.

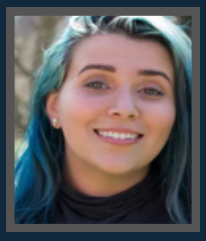


ZAINAB HAFIZ - US REGIONAL ADVISOR,

Zainab is an equity-driven talent development leader and strategic consultant experienced in design, program development, change management, learning design, and delivery across industries and global organizations. She brings over 20 years of experience working in various global industries including healthcare, startups, construction, aviation, technology, education and retail sales. Zainab hosts discussions through her Lunch & Grow sessions in Silicon Valley that bring people together to talk about personal and professional growth. She is a contributing writer for ReWorked, the world's leading community of employee experience, digital workplace and talent management professionals, and is an advocate for informed AI adoption. She believes that AI can potentially solve some of the world's pressing problems, like climate change and poverty.

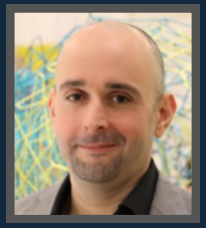
RAMSI HASHASH – PRODUCTIVITY ADVISOR, THE GLOBAL BRAINTRUST

Master Productivity Specialist and Executive Coach. expertise in lean management, productivity improvement, and new business development to help clients across various industries achieve sustainable results and growth. Clients have included Hit Hypermarkets Poland, Superfos Denmark, Mibrag Mining & MAN Power Plants in Germany, Husqvarna in the US, Pöyry Engineering Group Finland, NHS Trusts in the UK, BSF Corporate Bank in KSA, ARASCO animal feed, and TNUSA animal feed, and AGA Anglo Gold Ashanti among others. Also served as C-level executive in the food, feed, and garment sectors, managing complex business strategies and leading multicultural teams. Lived in eight and worked in 34 countries, building unique insight into cultural differences. In 2019, he was voted one of the Top 100 Leaders in Education by the Global Forum for Education and Learning.



GABRIELLA KOHLBERG - GOVERNMENT DEVELOPMENT ECONOMICS ADVISOR, THE GLOBAL BRAINTRUST

Gabriella is a leading strategist and advisor to governments, corporate and startup entities and ecosystems. As one of the youngest individuals in foreign government senior advisory positions, she acquired hands-on experience in over 65 developing and developed countries across the world. With backgrounds in international economics, marketing, data, governance, legal and finance she has a wealth of exposure, knowledge, creativity and connectivity into these worlds, bridging the gaps between different parts of the world with their individual realities and needs. She uses a strong ethical underpinning and holistic risk analysis skillset, to ensure that humanity's wellbeing serves sustainable business development and a growth strategy towards a better future.

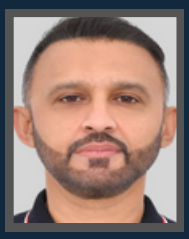


AMER SAYYED - TRANSFORMATION, IMPACT, PROSPERITY ADVISOR, THE GLOBAL BRAINTRUST

A dynamic innovator with over 20 years of experience in empowering communities with impactful transformation, designing modern learning experiences and leading EdTech companies. Passionate about helping communities learn, unlearn, and reinvent themselves through education, technology, and innovation. At The Royal Commission for AlUla, led the transformation of the community of AlUla, one of Saudi Arabia's key regions for Vision 2030, through innovative reskilling, upskilling, and cross-skilling training and lifelong learning.

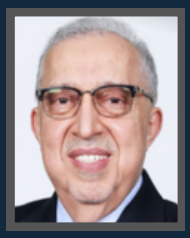
KATHERINE SHULOCK, MPH - PUBLIC HEALTH AFFAIRS ADVISOR, THE GLOBAL BRAINTRUST

Katherine Shulock, MPH, is a public health professional specializing in managing complex public health projects with an interdisciplinary approach. Katherine is a skilled researcher and grant writer in the field of adolescent sexual and reproductive health (ASRH), and contributed to building and managing a Youth Clinic in Botswana and publishing research to advance ASRH in Namibia, Kenya, and Mozambique. During the COVID response, Katherine created platforms for public health professionals to connect on COVID-19 issues across Washington State, USA, and generated user-friendly, useful and equitable COVID-19 policy. Katherine holds a BA in Global Women's Studies from Western Washington University and an MPH in Global Health from the University of Washington. Katherine hopes to bring equity and human-centered design principles to AI conversations**.**



ZESHAN ZAFAR – INTERFAITH AFFAIRS ADVISOR, THE GLOBAL BRAINTRUST

Zeshan Zafar brings a wealth of expertise in global faith-based affairs, and has engaged with governments, including the US State Department, British Foreign Commonwealth Office, UK Prime Minister's Office, United Nations, and World Economic Forum. Zeshan Zafar is the Executive Director of the Abu Dhabi Forum for Peace and a Commissioner for the AI Faith & Civil Society Commission. Highly experienced in the nexus of faith, society, and politics, he unites diverse groups towards dialogue and cooperation and champions global communities such as the Abu Dhabi Forum assemblies, the Marrakesh Declaration, and the Charter for a New Alliance of Virtue. Zeshan served as advisor to the World Economic Forum's recently published 'Faith in Action' booklet and participated in the recent UN Consultative Meeting on Wisdom and Faith in the AI Era.



PROF. ABDUL RAHIM SABOUNI - HIGHER EDUCATION ADVISOR, THE GLOBAL BRAINTRUST

Professor Sabouni's is a seasoned Professional Engineer and Higher Education Strategist with more than 40 years of diversified experience. He holds a Ph.D. from Cornell University, and an Executive Certificate in Higher Education from Harvard University. He has served as a faculty member, researcher, and visiting or adjunct professor across various universities in the USA, Canada, and the UAE and served as university president. Sabouni's expertise was sought in roles such as Building Design Expert and the Technical Advisor for Projects at the Abu Dhabi Municipality. He is a Professional Engineer in Ontario, Canada (PEng), and a Fellow of several prestigious international societies (FACI, FASCE, and FCIOB). He is the first recipient of the George Winter award from Cornell University, and the winner of the ASCE Region 10 Distinguished Service Medal 2023 Award.

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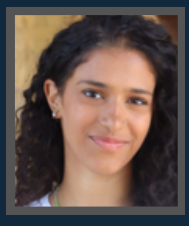
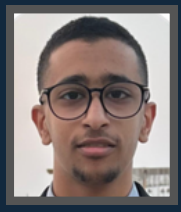
Wunmi is a women empowerment champion, executive and leadership coach and trainer. She is the Principal Consultant and CEO of The Blooming Hub, a Management Consulting Firm, and founder of Blooming Ladies®, a global community that creates spaces for women to thrive by collaborating with entities to build supportive environments, systems, and structures that empower women. Wunmi has worked with start-ups, non-profits, cooperatives, and corporate organizations. Her educational and career path has spanned Africa, Europe, the Middle East, and North America. She has a BS in Management and Accounting and an MS in Business Administration from Heriot-Watt University. She is a Certified DISC Trainer/ Assessor from People Keys, Neuro-Linguistic Programming Certified, and a Fellow of Institute of Leadership and Management UK.



SARA BUKAIR - YOUTH ADVOCACY GROUP, THE GLOBAL BRAINTRUST

Sara Bukair is a Stanford University senior majoring in Computer Science with a focus on Human-Computer Interaction (HCI). At Stanford, she works in various capacities, including consulting where she advises Fortune 500 companies on AI related matters, and lead fellow for a social impact VC identifying companies that harness the power of AI for positive social change. This reflects her passion for leveraging technology to tackle pressing societal issues and contribute to making the world a better place. Sara also teaches online courses on AI safety to seniors and youth in the US, making complex AI concepts accessible, and broadening the conversation around AI ethics and safety. Her work centers on democratizing AI's adoption.



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Ahmed Bukair is a STEM student at the University of Washington, pursuing a Bachelor's degree in Electrical Engineering and Computer Engineering. Ahmed has developed a strong foundation in web development, programming, content creation, and video editing, and has worked in web development for social issues, climate change awareness, etc. He has written articles for several journals including those themed around global awareness. Ahmed has also participated in Youth Advocacy, participated in volunteering, teaching provided digital literacy to senior citizens.

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THE GLOBAL BRAINTRUST

The Global BrainTrust is made possible by the commitment of our consortium of members who share their valuable insights and expertise. On behalf of The Global BrainTrust I thank every one of them for their dedication and support.

Sana Bagersh
Founder, The Global BrainTrust

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