

# AI for Intelligent Transformation – Executive Deep Dive Workshop



German University  
of Digital Science

Unlock the potential of Artificial Intelligence to drive meaningful change in your organisation. Join a dynamic **one-day workshop** designed exclusively for **senior leaders, board members, and key decision-makers** ready to harness AI responsibly and strategically.

## WHAT YOU'LL GAIN:

- Strategic insight into AI governance, AI Strategy, scalability, and emerging technologies
- Practical understanding of how tools like Gen AI can create value for your business
- Real-world applications across sectors including finance, energy, manufacturing, and services
- Leadership guidance to strategically embed AI into your business with purpose

## HIGHLIGHTS INCLUDE:

- AI governance frameworks for responsible deployment
- Strategic priorities for creating value for your business with AI
- Interactive sessions to explore opportunities tailored to your context
- Peer learning, expert facilitation, and future-focused collaboration

## Led by leading AI Expert Prof. Dr. Feiyu Xu (German UDS) and Patrick Bunk

Backed by deep expertise and enriched by peer dialogue, this workshop equips leaders with the knowledge and confidence to scale AI initiatives that matter.

**Wherever you are in your AI journey—start, scale or steer—this workshop offers the insight and foresight to lead with impact.**

## Prof. Dr. Feiyu Xu

Dr. Feiyu Xu is a leading AI expert and board member of firms like Siemens Energy, Airbus and ZF. Her distinguished career includes top roles at SAP, Lenovo, and DFKI. Prof. Xu is recognised among the world's most influential women in AI.

## Patrick Bunk

Experienced in Big Data and Applied AI, he has led pioneering ventures, such as Ubermetrics where he drove its AI-powered platform or UNICEPTA where he reshaped innovation. Bunk transforms cutting-edge AI research into market-ready solutions through collaborations with leading institutions and startups.

**Where:** German UDS CloudHouse,  
Potsdam, Marlene-Dietrich-Allee 14, 14482 Potsdam

**When:** 30.03.2026/27.04.2026

**Cost:** € 800 per person

**Inquiries:** steven.ney@german-uds.de

# AI for Intelligent Transformation – Executive Deep Dive Workshop Agenda



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Time	Topic	Details / Speaker
09:30 – 09:45	Welcome & Introduction	Prof. Dr. Feiyu Xu, Patrick Bunk
09:45 – 10:45	Session 1: <b>AI Strategy</b>	Vision, Business Vales, Data, TechStack, UseCases, Talents, Regulation
10:45 – 11:05	Session 2: <b>AI Governance</b>	Principles, frameworks, AI for Board
11:05 – 11:30	Coffee Break	
11:30 – 12:00	Session 3: <b>Introduction to Generative AI</b>	Models, architectures, trends
12:00 – 13:00	Session 4: <b>Use Cases of Generative AI</b>	Industry examples (finance, energy, manufacturing, etc.)
13:00 – 14:00	Lunch Break	Networking opportunity
14:00 – 15:00	Session 5: <b>AI Agents &amp; Autonomous Systems</b>	Capabilities, limitations, demos
15:00 – 16:00	Session 6: <b>Brainstorming &amp; Q&amp;A</b>	Open discussion, use case generation
16:00 – 16:15	Wrap-up Coffee	Optional continued conversations
16:15 – 16:30	<b>Closing Remarks</b>	Key takeaways, next steps

**Where:** German UDS CloudHouse, Potsdam, Marlene-Dietrich-Allee 14, 14482 Potsdam

**When:** 30.3.2026, 9:00

**Cost:** € 800,- per person

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To register,  
**PLEASE CLICK HERE**