



## Bret Greenstein

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I am a partner at PwC and the leader of the generative AI go-to-market strategy, helping clients across industries harness the power of AI and data to innovate, optimize, and transform their businesses. With over 25 years of experience in technology and consulting, I am a recognized influencer and ambassador in the global AI community, as well as a frequent speaker and author on AI topics. My passion is to bring AI to life and make it accessible, impactful, and ethical for everyone. I have led and delivered multiple AI projects and solutions for clients ranging from large enterprises to startups, in domains such as IoT, consumer, healthcare, banking, and retail. I have also been instrumental in advancing AI and shaping the industry through new innovations, such as generative AI, which enables the creation of novel and realistic content, such as images, text, and audio. My mission is to empower my organization and my clients with the skills, insights, and vision to leverage AI and data for positive change and growth.