

Speaker Bio: As Chief Automation Officer at dentsu international, Max Cheprasov leads the Automation CoE on a mission to “Elevate Human Potential” by integrating AI and Automation into business operations and empowering the workforce with virtual assistants to deliver new forms of value for clients. Max has 25 years of experience within the Digital Economy, specializing in operational excellence, digital transformation, and AI-powered solutions. Max is an industry thought leader, speaker, and adviser to Founders, VCs, and top analyst firms. He is also a member of IAB’s Artificial Intelligence Committee and Bain’s Automation CIO Council.