

**CAIO:  
Command the Role,  
Exceed Expectations**





 Impact Theory

# Strategic Planning



# Talent Development



# Risk Management &GAIUP



# Vendor Selection



# Measuring Success

Arithmetic is not an opinion! These practices will help insure you are driving AI based on data, not gut.

## 01 S.M.A.R.T.

Specific, Measurable, Achievable, Relevant, Time-Bound

## 02 Scorecard

How do you know you're winning if you can't read the score

## 03 Dashboards & Reports

Make it easy to access and easy to read

## 04 Marketing Testing

Data-driven marketing is an area where AI shines, and it's an easy win

Ongoing Support  
Equals  
Ongoing Revenue





# Forbes Interview with the CAIO of ChiefAIOfficer.com



chief ai officer

All regions Safe search: moderate Any time

[https://www.hhs.gov > about > agencies > asa > ocio > ai > ocao > index.html](https://www.hhs.gov/about/agencies/asa/ocio/ai/ocao/index.html)  
**About the HHS Office of the Chief Artificial Intelligence Officer ...**  
Mar 4, 2022 · Given the immense potential for artificial intelligence (AI) to improve health and human services, the U.S. Department of Health and Human Services (HHS) established an AI Office, appointing its first **Chief AI Officer**, Oki Mek, in March 2021.

**F** [https://www.forbes.com > sites > jodiecook > 2023 > 07 > 05 > why-your-business-needs-a-chief-a-...](https://www.forbes.com/sites/jodiecook/2023/07/05/why-your-business-needs-a-chief-a-...)  
**Why Your Business Needs A Chief AI Officer - Forbes**  
Jul 5, 2023 · "The position of **chief AI officer** is responsible for guiding businesses through the complex world of AI, defining job roles, setting standards, and ensuring that they stay ahead of the curve,..."

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# Feel free to ask any questions



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