
FEATURED SPEAKER

Greg Boone

CEO, Walk West

SPEAKER BIO



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Greg Boone is a tech executive and GenAI strategist helping business leaders turn AI from an abstract concept into practical business advantage.

As CEO of Walk West, he's leading the agency's transformation into an AI-first marketing consultancy, where generative AI is applied to strategy, storytelling, and scale.

Greg's real-world approach to AI transformation is gaining national visibility—his AI strategy case study at Walk West is now featured in MIT Executive Education's "Leadership in the Age of AI" program as an example of applied AI leadership.

PRESENTATION OVERVIEW

AI With a Soul: How to Lead Boldly Without Leaving People Behind

Generative AI is no longer a future concept, it's a now priority. But while the tools are moving fast, most teams are stuck in hesitation, anxiety, or overload.

In this talk, Greg Boone, CEO of Walk West and co-host of the *AI: Voice or Victim?* podcast, breaks down what it really takes to lead AI transformation that's not just strategic, but human.

Greg shares a modern leadership framework grounded in three essential principles:

- Safe – Create both brand and psychological safety where teams can explore and experiment.
- Secure – Build trust through transparency, ethics, and accountability.
- Sustainable – Drive AI adoption that lasts beyond the hype cycle.

He also reveals how leaders can unlock talent through a culture of AI upskilling that's personal, fun, and safe, not forced, fear-based, or tech-first.