
FEATURED SPEAKER

Natali Betancur

Deputy Director, Center for Digital Equity (CDE)

SPEAKER BIO



 [linkedin.com/in/natali-betancur](https://www.linkedin.com/in/natali-betancur)

Natali Betancur is a dynamic and results-driven professional with a passion for creating positive change. With a diverse background in business management, finance, and strategic planning, she brings a unique perspective to my work. She thrives on challenges and enjoys finding creative solutions to meet organizational objectives.

One of her notable accomplishments includes leading the Award-Winning Financial Data Mart and Dashboard Analytics project, where she provided valuable insights for decision-making through timely and accurate data.

Natali is a collaborative, forward-thinking professional with a passion for exploring how to leverage technology and strategic leadership to drive meaningful impact and achieve shared goals.

PRESENTATION OVERVIEW

AI and the Hidden Trillion-Dollar Market

AI is no longer just about automation—it's about autonomy, adaptability, and action. Yet as it accelerates, billions of potential customers and millions of employees remain digitally excluded, creating a trillion-dollar blind spot in the global economy.

Natali's session "AI and the Hidden Trillion-Dollar Market" shows CIOs how to turn the risks of emerging AI into opportunities for market expansion, workforce empowerment, and long-term operational resilience.