

The Deloitte Academy

AI for Innovation Executive I
March 2025



Why AI for Innovation



“

“There are going to be two kinds of companies by the end of this decade: those that are fully utilizing AI and those that are out of business”.

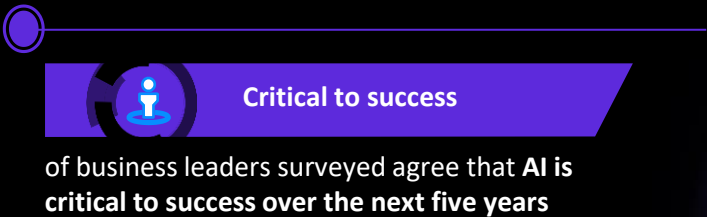
- Peter Diamandis, Digital Futurist, XPRIZE Founder

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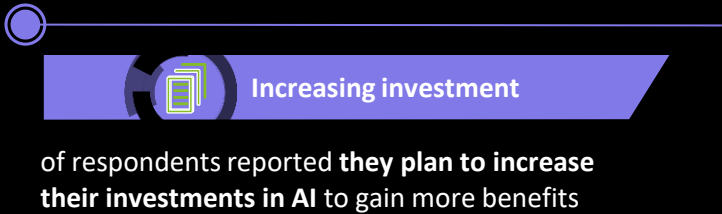
Strategy must account for how AI will drive advantage

A recent Deloitte survey of ~2,700 executives underscores the role of AI in driving competitive advantage and most organizations are making plans to harness its power broadly

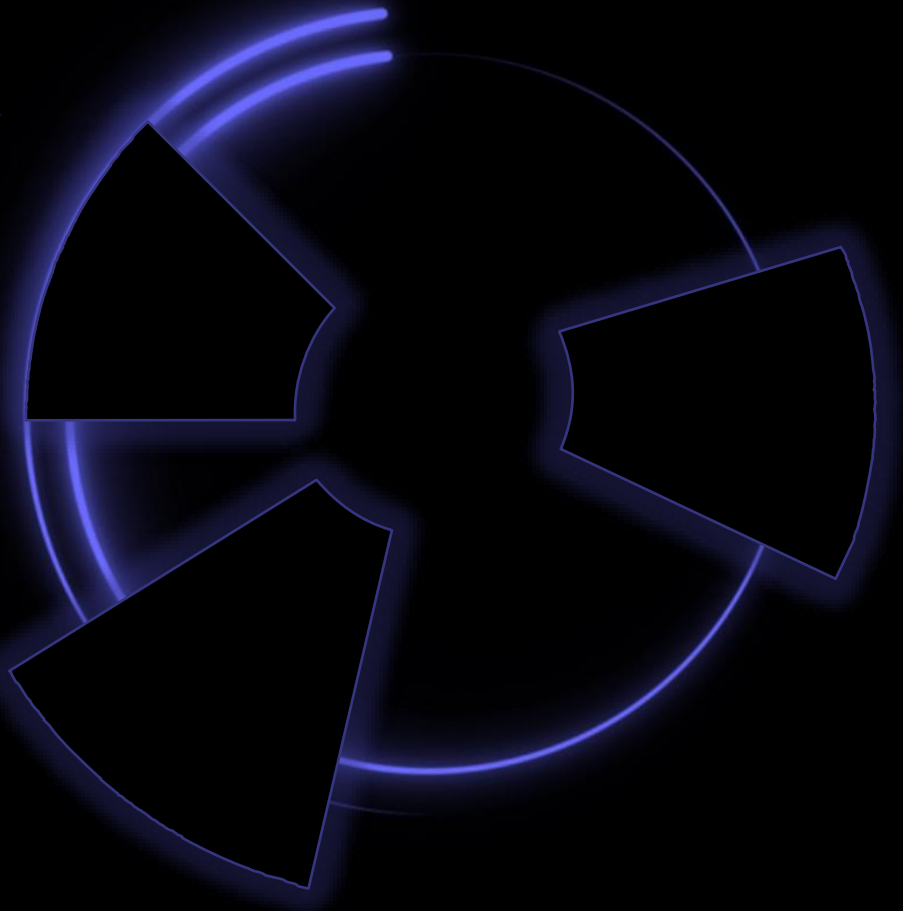
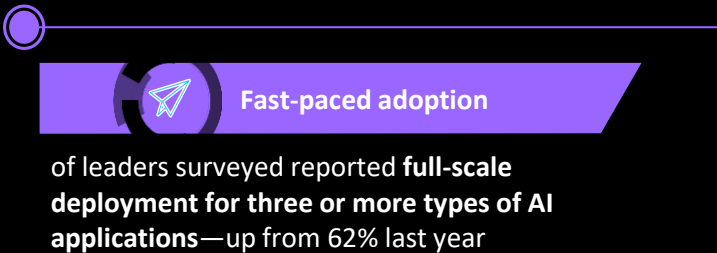
94%



76%



79%



AI Offers a Competitive Advantage

COST REDUCTION

Reduce cost, typically by 30% or greater primarily through automating job functions and then undertaking job substitutions



Call Center Operations
(Cross-Industry)

PROCESS EFFICIENCY

Create process efficiencies through automating standard tasks and reducing manual interventions



Claims Processing
(Insurance)

GROWTH

Increase revenue generation through hyper-personalized marketing for target customers



Content Generation
(Marketing/Advertisement)

ACCELERATING INNOVATION (PRODUCTS/SERVICES)

Increase the pace of new product or new service development and speedier go-to-market



Drug Discovery
(Life Sciences)

NEW DISCOVERY & INSIGHTS

Uncover new ideas, insights, questions and generally unleash creativity



AI Augmented Financial Advisor
(Financial Services)

GOVERNMENT

Increase accuracy of various federal and local programs and create easier access for at-risk populations



Welfare Distribution for Citizens
(Government)

AI for Innovation

Deloitte Academy in partnership with Eindhoven AI Systems Institute (EIAISI), brings to the Greek market a unique **AI for Innovation Executive Program**. EIAISI is the 1st Institute in the Netherlands to offer AI training with proven results over the past 5 years.

Deloitte.

EIAISI EINDHOVEN
AI SYSTEMS
INSTITUTE

TU/e

Our Philosophy: Learning by doing

- We believe that the best way to learn is **by doing**. Real challenges make **learning motivating**, help to get your organization **involved**, and are a catalyst to achieving **real impact**.
- Company executives and professionals will have the chance to **tackle real challenges**, make **data-driven decisions**, and experience the satisfaction of **solving complex problems**.
- We're committed to providing an immersive, hands-on learning experience that prepares you **for success in the real world** of Data Science and Artificial Intelligence.

A decorative graphic consisting of a horizontal line and a circle, both rendered in a glowing blue-purple color. The horizontal line is positioned to the left of the circle, and the circle is partially behind the text.

Target Audience

Target audience

By leveraging AI technologies and analytics capabilities, each **C-suite function can gain valuable insights**, automate routine tasks, and make more informed decisions, ultimately **driving business growth, efficiency, and competitive advantage**.

CEO or C-Suite level, preferably in pair with a Tech Expert.

Chief Finance Officer (CFO), Chief Technology Officer (CTO), Chief Information Officer (CIO), Chief Innovation Officer, Chief Marketing Officer (CMO), Chief Data Officer (CDO), Chief Analytics Officer (CAO), Chief HR Officer (CHRO).

Executives which are benefited as below:

- **In finance**, executives may use AI for risk management, fraud detection, and algorithmic trading.
- **In healthcare**, executives may leverage AI for personalized medicine, medical imaging analysis, and healthcare operations optimization.
- **In shipping**, executives can drive significant improvements in efficiency, cost-effectiveness, safety and customer satisfaction.
- **In retail**, executives may apply AI for demand forecasting, customer segmentation, and personalized marketing.
- **In manufacturing**, executives may utilize AI for predictive maintenance, supply chain optimization, and quality control.
- **In technology**, executives may lead AI-driven product development, innovation initiatives, and strategic partnerships.

Overall, advanced training in Data Science and AI is valuable for business leaders and executives across industries, enabling them to harness the power of data-driven insights and AI technologies to drive innovation, improve decision-making, and achieve strategic objectives.



The instructors



Carlo van de Weijer – General Manager, EAISI Academy

Experience

Carlo has a master’s degree in mechanical engineering from the TU Eindhoven and a PhD degree with honors from TU in Graz. He carries a broad experience in the automotive industry with a.o. executive positions at Siemens and TomTom. Currently he is managing director of the newly founded Eindhoven AI System Institute EAISI at Eindhoven University of Technology, and Fellow for future of mobility and transport within the Deloitte Center for the Edge.

He advises ministries and industries around the world on the future of mobility and is member of the supervisory board of several high-tech companies, investments firms and start-ups. Furthermore, he is a weekly columnist in a leading Dutch national newspaper.

Education

- **PhD with honors**
TU Graz
- **Master in Mechanical Engineering**
TU Eindhoven



Pieter Overdevest - Lecturer, EAISI Academy

Experience

Pieter’s professional journey unfolds as a compelling narrative, woven over an extensive 23-year tapestry of expertise in the intricate domains of clinical operations and data science. Throughout his illustrious career, he has been a cornerstone of success within both national and multinational companies in the Netherlands, contributing significantly to the advancement of these organizations through his invaluable insights and strategic acumen.

In addition to his stellar corporate achievements, Pieter has dedicated over 4 years to the noble art of lecturing. Within the academic sphere, he has emerged as a beacon of knowledge, passionately imparting the wisdom gained from his extensive industry experience to the next generation of professionals. His commitment to education reflects not only a deep understanding of theoretical frameworks but also a hands-on, practical approach that enriches the learning experience for his students.

Education

- **Professional Doctorate in Engineering, Data Science**
Jheronimus Academy of Data Science
- **PhD in Bioseparation Technology**
Wageningen University & Research
- **Bachelor of Science in Bioprocess Technology**
Wageningen University & Research



Joran Lokkerbol - Lecturer, EAISI Academy

Experience

Joran has got more than 7 years of experience as a data scientist, during which managed to make a series of impactful contributions, demonstrating a keen ability to derive meaningful insights from complex datasets.

Beyond his corporate endeavors, Joran seamlessly transitions into the academic realm, where he has dedicated approximately 5 years to the art of lecturing. His tenure in academia showcases not only his mastery of theoretical concepts but also his adeptness at imparting knowledge to eager minds. Joran's dual experience as both a seasoned data scientist and a respected lecturer underscores his versatility and commitment to advancing the frontiers of both industry and education.

Education

- **Postdoc in Applied Econometrics and machine learning**
Harvard University
- **PhD in Health Economics**
Vrije Universiteit Amsterdam
- **Master of Science in Econometrics and Quantitative Economics**
University of Amsterdam



The agenda

Day 1: Navigating an AI-Driven World

09:00 – 09:30	Welcome & Coffee : Connect with fellow participants and facilitators.
09:30 – 10:00	Introduction to the Program <i>Niki Siropoulou</i> Participants, Objectives & Agenda.
10:00 -11:00	Exponential Technologies & The Future of AI <i>Speaker: Carlo van de Weijer</i> - Explore how AI is evolving alongside other exponential technologies. - Gain a forward-looking perspective on the forces shaping industries, markets, and society.
11:00-11:30	Creating an AI Culture Within Organizations <i>Speaker: Elias Pitsavos, Head of Klarna Greece.</i> - Learn how to embed AI thinking and practices into your organization's DNA. - A real-world view on fostering agility, trust, and innovation.
11:30-12:00	Coffee Break
12:00-13:00	New Data, New Analytics, New Business Opportunities <i>Speaker: Joran Lokkerbol</i> - Uncover how organizations are using advanced analytics to discover value in unexpected places. - From data readiness to actionable insights.
13:00-14:00	The Power of Generative AI: Opportunities and Case Studies <i>Speaker: Pieter Overdevest</i> - Explore how generative AI is transforming creative processes, productivity, and product development through real-world examples. - Explore 360 degrees of applications across functions & Tinker with solutions across Industries.
14:00-15:00	Lunch Break
15:00 - 15:30	IoT, AI & The Future of Computing <i>Speaker: Sotiris Bantas, Co-Founder, Centaur Analytics</i> - Discover the convergence of IoT and AI in industries like agriculture, logistics, and energy. - A visionary view on edge computing and intelligent automation.
15:30-16:30	Long-Term AI & Data Strategy: Healthcare Case Study <i>Speaker: Joran Lokkerbol</i> - A deep dive into strategy design for AI implementation—through the lens of healthcare. - Understand how to scale data-driven innovation responsibly.
16:30-17:00	Peer-to-Peer Exchange: Real Innovation Challenges - Collaborative session where participants share challenges, they face in applying AI and innovation in their domains. - A space for learning, feedback, and networking.
17:00-17:30	Wrap-Up & Reflections Closing insights and key takeaways from Day 1

Program is subject to change

Day 2: Implement AI for Innovation

09:00-09:30	Welcome & Coffee
09:30-10:00	Introduction to Day 2 <i>Niki Siropoulou</i> Recap of Day 1 and preview of the hands-on, application-focused agenda for Day 2.
10:00-10:30	AI Leadership & Ethical Considerations for Business & Society <i>Speaker: Carlo van de Weijer</i> Gain critical insight into responsible AI leadership—navigating bias, transparency, and societal impact in an AI-powered world. Sets the tone for ethical innovation.
10:30-11:30	Designing a Predictive Machine Learning Project <i>Speaker: Joran Lokkerbol</i> <ul style="list-style-type: none">- Step-by-step guidance on planning and executing an ML project.- A detailed case study on churn prediction—ideal for understanding the lifecycle of applied AI.
11:30 -12:00	Coffee Break
12:00-12:30	AI in the Shipping Industry: Deepsea.ai Use Case <i>Speaker: K. Kyriakopoulos</i> Find out how AI Engineers use over 700 years of high-frequency sailing data to develop cutting-edge vessel modeling solutions advancing maritime efficiency.
12:30-13:30	Cross-Industry Case Studies in AI Innovation <i>Speaker: Pieter Overdevest</i> <ul style="list-style-type: none">- A panorama of success stories and cautionary tales from manufacturing, retail, finance, and more.- Gain inspiration and insights into what works – How & Why.
13:30 - 14:30	Lunch Break
14:30-15:30	AI Governance, Regulation & Compliance Essentials <i>Speaker: Maria Alexandra Papoutsis, Managing Associate, Deloitte Legal</i> <ul style="list-style-type: none">- Learn the latest developments in AI governance and EU compliance.- Understand your legal obligations and how to future-proof your AI strategy.
15:00-16:30	AI for Innovation – Workshop <ul style="list-style-type: none">- Participants break into teams to ideate and present AI-driven solutions to real-world problems.- A dynamic, hands-on experience applying tools and knowledge gained.
16:30-17:30	Graduation & Networking Reception <i>Celebrate your journey through the program with drinks, and meaningful connections.</i> Exchange contacts, ideas, and next steps with peers and faculty. – End of Day2

Program is subject to change

Join Us on May 5th & 6th at Tatoi Club



[Register](#)

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Thank you!

