



AmCham
Slovenia



AI at Work

THE AI BOARDROOM: **LEAD IT.** DON'T CHASE IT.

September 24 and 25, 2026

AI is rapidly reshaping industries, business models, and leadership itself. The question is no longer whether AI will impact your organization. The question is whether you will lead that change – or react to it. Join an exclusive two-day, hands-on workshop designed for C-level executives who want to understand AI beyond the headlines and explore its real implications for strategy, decision-making, productivity, innovation, and competitive advantage.

No buzzwords. No hype. Just practical insights, peer exchange, and executive-level discussions. C-level executives only. Two intensive days. One transformative experience.

DAY 1: DEFINING THE EXECUTIVE AI AGENDA

Focus

Understanding how AI is transforming industries and organizations, identifying where it creates competitive advantage, and defining strategic priorities for transformation.

Welcome & Executive Introductions

14.00–14.15

Session 1: The Application of AI in Organizations

14.15–15.00

Understanding how AI is transforming workforce performance, operational efficiency, and value creation across industries.

Key Topics:

- Workforce Performance: How AI augments human capabilities and reshapes the way organizations work
- Unlocking Efficiency: Automating routine operations, increasing productivity, and improving decision-making
- Unlocking Value: Creating new products, services, business models, and revenue opportunities
- Assessing Industry Impact & The 4-Zone Framework: Understanding where AI can automate, augment, or transform business activities, and where human judgment remains essential
- Industry Perspectives: How AI is reshaping manufacturing, retail, financial services, healthcare, professional services, and technology

Executive Takeaways

Participants gain:

- A practical understanding of how AI creates business value
- A framework for evaluating AI opportunities
- A perspective on how AI is likely to impact their industry over the next 3–5 years

Output: Industry AI Impact Assessment



Session 2: AI, Competition & Strategic Advantage

15.00–16.00

- How AI is reshaping industries, business models, and value chains
- What separates AI leaders from AI observers
- Why AI has become a CEO and Board-level priority
- How competitive advantage is increasingly driven by intelligence, speed, and adaptability

Executive Workshop

- Participants identify where AI can:
- Drive growth
- Increase productivity
- Create competitive advantage
- Disrupt existing business models

Output: Strategic AI Opportunity Map

Coffee Break & Networking

16.00–16.15

Session 3: Identifying Your AI Lighthouse Project

16.15–17.15

Participants evaluate opportunities based on:

- Strategic value
- Business impact
- Feasibility
- Scalability
- Competitive differentiation

The objective is to identify the initiatives most likely to create measurable business value and organizational momentum.

Output: Top 3 AI Priorities

Session 4: Designing the Future State

17.15–18.00

Participants define what success would look like if their AI Lighthouse Project were fully realized.

Key Areas:

- Business outcomes
- Process redesign
- Human-AI collaboration
- Organizational capabilities
- Leadership requirements

Output: Future State Transformation Canvas

Session 5: Lessons from the Frontlines of AI Transformation

18.00–18.45

Understanding why some organizations successfully scale AI while others fail.

Featured Cases

Five Successful AI Transformation Cases

Examples may include:

- AI-driven productivity transformation
- Enterprise-wide AI adoption
- AI-enabled customer experience transformation
- Workforce augmentation at scale
- New products, services, and revenue models powered by AI



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One Failed AI Transformation Case

Analysis of a high-profile initiative that failed to deliver expected outcomes, exploring:

- Strategic misalignment
- Weak data foundations
- Lack of executive sponsorship
- Governance challenges
- Change management failures
- Unrealistic expectations and ROI assumptions

Executive Takeaways

Participants identify:

- Common success factors
- Common causes of failure
- Lessons applicable to their own AI initiatives
- Risks that should be addressed before scaling AI

Output: AI Transformation Success & Failure Playbook

Day 1 Reflection & Closing

18.45–19.00

DAY 2: FROM AI AMBITION TO ENTERPRISE EXECUTION

Focus

Understanding what stands between AI ambition and successful execution, and building a practical roadmap for transformation.

Recap & Execution Context

9.00–9.15

Session 1: What Stands Between Us and Success?

9.15–10.30

Participants identify the critical barriers preventing successful execution of their AI Lighthouse Project.

Areas Explored:

- Data & knowledge
- Talent & skills
- Technology & infrastructure
- Governance & risk
- Leadership & ownership

Output: AI Execution Gap Map

Coffee Break & Networking

10.30–10.45

Session 2: Building the Foundations for Scale

10.45–12.00

Participants prioritize the capabilities required to successfully scale AI.

Topics Include:

- Data readiness
- Workforce capabilities
- Technology decisions
- Vendor selection and ecosystem strategy
- Governance foundations

Output: Enterprise AI Readiness Priorities



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Lunch & Networking

12.00–13.00

Session 3: Building the Enterprise AI Transformation Roadmap

13.00–14.45

Participants develop a practical roadmap covering:

First 90 Days

- Quick wins
- Leadership actions
- Governance foundations

First 12 Months

- Lighthouse Project execution
- Capability development
- Technology deployment
- Workforce enablement

Long-Term Transformation

- Enterprise scaling
- New growth opportunities
- Sustainable competitive advantage

Output: Enterprise AI Transformation Roadmap

Coffee Break & Networking

14.45–15.00

Session 4: Executive Challenge Lab

15.00–16.15

Participants stress-test their AI transformation roadmap against common barriers and leadership challenges encountered during enterprise AI adoption.

Focus Areas:

- Data readiness
- Vendor selection
- Talent and capability gaps
- Governance and risk
- Executive sponsorship
- Board expectations

Executive Outcome

Participants refine their roadmap, identify critical risks, and define mitigation strategies for successful implementation.

Output: Refined Enterprise AI Transformation Roadmap

Executive Blueprint Finalization

16.15–16.45

Leadership Commitments & Next Steps

16.45–17.00



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Executive Deliverable

Each participant leaves with an:

Executive AI Transformation Blueprint

Including:

- Industry AI Impact Assessment
- Strategic AI Opportunity Map
- Future State Transformation Canvas
- AI Execution Gap Map
- Enterprise AI Readiness Priorities
- Enterprise AI Transformation Roadmap
- 90-Day Executive Action Plan

Key Outcomes

Participants will:

- Understand how AI is reshaping industries, business models, and competitive advantage
- Identify high-value AI opportunities within their organization
- Prioritize AI initiatives with measurable business impact
- Assess organizational readiness for AI transformation
- Strengthen governance, capability-building, and scaling strategies
- Develop a practical roadmap for implementation and enterprise adoption
- Strengthen their ability to lead AI-driven transformation with confidence

Executive Bonus Inclusion

90-Minute 1:1 Strategy Call: To ensure immediate operational impact, every participating leader will gain access to a dedicated 90-minute 1:1 strategy session with an AI at Work consultant. You will leave with ready-to-use documentation, governance guidelines, and a defined strategic framework tailored to your enterprise.

Executive Personalization Process

As part of the registration process, participants will complete a brief Executive AI Assessment covering:

- Company and industry
- Current stage of AI adoption
- Key business priorities
- Major AI opportunities being considered
- Primary challenges and concerns
- Expectations from the retreat

Prior to the event, the facilitation team will review all submissions and incorporate participant priorities into the final program design. This allows the retreat to move beyond generic AI discussions and focus on the most relevant opportunities, challenges, and transformation questions facing the participating executive community. **This will allow us to make slight changes in the final workshop agenda.**

Meet the experts leading

Sebastian Sbirna - Novo Nordisk

Data Governance Lead for Enterprise AI

Sebastian Sbirna is a Data Governance Lead for Enterprise AI at Novo Nordisk, Senior Manager, and Associate Professor, bringing strong expertise in data, AI, governance, digital transformation, and organizational change. With experience at Novo Nordisk, Ørsted, and Danske Bank, he helps organizations build strong foundations for responsible AI adoption and translates complex topics into clear, practical insights for both technical and non-technical audiences.

Rui Machado - Mario Labs (ex Meta, ex Nike)

Co-Founder, Chief Technology & Product Officer

Rui Machado is Co-Founder and Chief Technology & Product Officer at Maio Labs, where he builds AI-native products, enterprise AI platforms, and production-ready AI agents. With 15+ years of experience at companies such as H&M Group, Meta, Nike, and Feedzai, he combines technical depth, product leadership, and hands-on implementation experience to help organizations bring AI systems from concept to production.

Vlatko TucheV - Brainster Group

Chief Data Officer

Vlatko TucheV is Chief Data Officer at Brainster and one of the key people behind AlatWork's AI tools and agent-based systems. With strong expertise in data science, automation, AI workflows, and business intelligence, he helps turn complex technologies into practical solutions that improve productivity, streamline operations, and create measurable business value.

Ivica Pesovski - Brainster Group

Chief AI Officer and Chief Technology Officer

Ivica Peshovski is Chief AI Officer at AlatWork and Chief Technology Officer at Brainster, with a PhD in Computer Science focused on AI-driven systems and personalization. With 10+ years of experience in software engineering, digital product development, education, and AI implementation, he helps organizations understand and apply AI in practical, business-oriented ways that improve productivity, decision-making, and digital transformation.

Petar Ninovski - Brainster Group

CEO and Owner

Petar Ninovski is CEO of AlatWork and owner of Brainster Group, an education and technology ecosystem focused on future-ready skills, workforce transformation, and AI adoption. Over the past 12 years, he has helped organizations and professionals prepare for the future of work by integrating AI into strategy, operations, and teams. Through AlatWork, he supports companies with AI upskilling, AI strategy, and the implementation of practical AI solutions, helping leaders turn AI from a trend into measurable business value.



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Registration

Participation in The AI Boardroom: Lead It. Don't Chase It.
is subject to a registration fee.

Option 1 – Executive Program + Executive Dining Experience

Includes:

- Full access to the two-day executive workshop
- Thursday Executive Dinner at Sunrose 7
- Friday Lunch at Sunrose 7

Registration fee: €2,500 + VAT

AmCham members: €1,250 + VAT (50% discount)

Executive Dining Experience: €140 + VAT

Option 2 – Executive Program + Executive Dining Experience + Overnight Stay

Includes everything in Option 1, plus one overnight stay with breakfast.

If selecting this option, please indicate your preferred hotel during registration:

- Bohinj ECO Hotel – from €119 + tourist tax (single room)
- Sunrose 7 Heritage Boutique Hotel – from €190 + tourist tax (single-use double room)

Please note:

- The registration fee is payable to AmCham Slovenia.
- The Executive Dining Experience and accommodation costs are payable directly to the hotel and will be invoiced separately.
- If you require accommodation, please select your preferred hotel during registration so that we can arrange your reservation.

Register here: [CLICK HERE](#)