



The rate of change affecting business has surged to unprecedented levels and will accelerate. One component is emerging and will probably be the biggest driver of change – generative AI. Business leaders perceive this acceleration not merely as a challenge, but as an opportunity. And rightly so.

In order to harness the potential of this seismic shift, executives must lead the change. They must have a deep understanding of Gen AI in action – its capabilities, limitations and ethical considerations – to unlock the transformative business value. On April 24, Christina Raab will explain why blending technology and human ingenuity will be essential for harnessing the benefits of GenAI for you and your organisation. We cordially invite you!

After the talk and the Q&A session, there will be a networking reception. The event language is English.

**Bringing Reinvention to Life in the Age of Gen AI**  
**Christina Raab, Market Unit Lead Accenture Austria, Switzerland, Germany and member**  
**of Accenture's Global Management Committee**  
**24 April 2024, 19 hrs, Frankfurt School**  
**Register via: <https://FSWomensSocietyRaab.eventbrite.de>**

We will send you the link for online participation shortly before the event begins.



**CHRISTINA RAAB**

After completing her Master's degree in Business Administration and Business Italian at the University of Passau in 2000, Christina Raab started her career at Accenture as a Strategy Consultant. In 2021, she took on the role of Market Unit Lead Germany, Austria, Switzerland (DACH). She is Vice President of both Bitkom and AmCham Germany. She is also a member of the Board of Trustees of Econsense, the Forum for Sustainable Development of German Business.