



Peter Coffee--12 Steps to Transformation: Dine + Connect

Peter Coffee's Fireside Chat with a Large Language Model

During an especially dynamic year of IT industry activity, Peter Coffee has been writing weekly in-house advisories to his colleagues on addressing competitive challenges. He directed an LLM to ingest the resulting 65,000 words – and (from that input alone) answer the question, **“How can an independent IT practitioner maximize success?”** **Defying Peter's own reservations about what an LLM can actually "understand" about what it takes in, the output was a twelve-point outline of goals to pursue and guidance to follow – for those who hope to be successful change agents in their organizations.** He'll join us this year to share (and comment on) this experiment and its result.

This event will be VIRTUAL, with Peter joining for his presentation and Q&A session.

Peter Coffee brings us the global and multi-industry perspective of cloud leader salesforce.com, promising us insights and opportunities for action.

This tech visionary will provide a glimpse into the future – to better understand the profound impacts of technology in shaping how the world moves forward.

Date: Thursday October 3rd, 2024 (re-scheduled from Sept 26th)

Time: 5:30 PM to 7: 30 PM (Pacific) Networking, Panel Discussion and Q&A

Place: Virtual

Cost: Free

Registration in advance IS REQUIRED. Use this link:

Use this link:

<https://us02web.zoom.us/meeting/register/tZlud--tqD8iGN2XWj9S0TriAe4h1OOQsei1>

After registering, you will receive a confirmation email containing information about joining the meeting.

Event Registration

JOIN AITP-LA NowEnjoy Member benefits all year.

For preferred MEMBER pricing at our September event!

Use this link: <https://mp.gg/isosttrp4k>

About our speaker:

Peter Coffee, VP for Strategic Research at Salesforce.com

Peter Coffee has been with the company for fourteen years. He works with the company's customers, partners and account teams in areas including connected customer engagement, new data models and methods, trust technologies and practices, and business applications of AI-derived techniques. He currently spends most of his time with customers assisting their acceleration of digital transformation timelines in response to the global pandemic.

Peter spent his eighteen years pre-Salesforce writing for publications including eWEEK, Computer Language and AI Expert, while also publishing two books and contributing to many others in areas including Java programming, information governance, and nanotechnology developments. Before that, he worked for ten years as an AI applications analyst and desktop computing manager at The Aerospace Corporation, and in project management roles for various divisions of (what was then) Exxon Corporation in locations from the Gulf of Mexico to the Arctic. He has lectured on innovation practices and AI techniques at Stanford, CalTech, Harvard Business School, and the Sloan School of Management at MIT, along with other institutions in Singapore, India and Spain. His current writing often appears at diginomica.com/author/peter-coffee.

In the real world, Peter has been a Boy Scout high-adventure expedition leader, choral and instrumental composer/conductor/performer, and manager of a Los Angeles-area food bank; he is President and co-founder of the Foundation for Intelligent Life on Earth, a Seattle-based nonprofit focusing its immediate attention on food insecurity in that region along with its principal ongoing support for climate-change research and mitigation.

About Our Sponsors:

CyberSecuritySummit

The Official Cybersecurity Summit is rated a Top 5 InfoSec Conference Worldwide, held in major cities across the US. Connecting Sr. level executives with renowned information security experts, and cutting-edge solution providers to Protect Today's Enterprise

Learn more at <https://cybersecuritysummit.com/>

iSpace

A global services company focused on Information Technology Services, Business Process Services, Location Based Services and Healthcare Solutions

Learn more at <https://www.ispace.com/>

Dataprise

Bring harmony to your technology by partnering with a full-service managed IT service provider with complete IT solutions. Learn more at <https://www.dataprise.com/>

Upcoming Events:

October 24th -- **Panel of Chief Technology Officers, Annual event moderated by Dr. Tony Karrer**. Seasoned executives focus on emerging practices and technologies with transformative and disruptive impacts. Includes using AI to increase productivity and to improve products, building high-performance remote teams, managing cybersecurity challenges, and more. **In-person** at Accenture offices in LA..

November 21st -- Product Management and Business Analysis Trends -- Expert panelists discuss how the discipline is evolving, impacts of AI, and other trends

OTHER CHAPTERS' EVENTS

AITP San Diego Virtual Meetings, <https://aitpsd.org/>

AITP Akron Virtual Chapter Meetings, <https://akron-aitp.org/>

AITP Chicago Virtual Chapter Meetings, <https://www.aitpchicago.com/>

COMMUNITY EVENTS:

October 9, 2024 – ISSA LA Annual Security Summit. For more info and to register:
<https://summit.issala.org/summit-xiv-2024-summit-schedule/>

To join our mailing list, please visit our website at <https://www.aitp-la.org/>