



# EMBRACING ARTIFICIAL INTELLIGENCE

A DYNAMIC PANEL DISCUSSION ON HARNESSING ITS POTENTIAL

AI IS THE BIGGEST BUZZ WORD IN OUR INDUSTRY RIGHT NOW. DO YOU UNDERSTAND WHAT IT IS AND HOW TO UTILIZE IT? HOW WILL THIS AFFECT MY BUSINESS? WHERE DO I START? WHAT'S YOUR AI STRATEGY? ATTEND THE PANEL DISCUSSION TO LEARN MORE REGARDING AI AND IT'S PLACE IN OUR EVERYDAY LIVES.



TUESDAY, AUG. 22ND, 2023



11:45 AM - 12:45 PM



MARRIOTT LINCOLNSHIRE LAKESIDE PAVILION



MODERATOR & MWFA BOARD MEMBER  
GEORGE HUNT III

## PANELISTS



### BRANDI BERTOIA

VP OF OPERATIONS & SUPPORT AT INXSQ SOFTWARE, DEDICATED TO ENHANCING CUSTOMER SATISFACTION. SHE FOCUSES ON IMPROVING SOFTWARE PROCESSES AND IMPLEMENTING EFFICIENCIES FOR FASTENER DISTRIBUTORS AND MANUFACTURERS, ENABLING STREAMLINED OPERATIONS AND BUSINESS GROWTH.



### LYNDON LATTIE

A 20-YEAR FASTENER SALES EXECUTIVE, INVENTED SMARTCERT TO ADDRESS THE FRUSTRATION OF WASTED TIME AND MONEY CAUSED BY INCOMPLETE DOCUMENTATION. NOW USED BY OVER 900 COMPANIES WITH THOUSANDS OF USERS, SMARTCERT RESOLVES THIS ISSUE EFFECTIVELY.



### ERIC DUDAS

LONG-TIME MWFA MEMBER, CO-FOUNDED FCH SOURCING NETWORK IN 2006 AND LAUNCHED THE POPULAR FULLY THREADED RADIO PODCAST IN 2010 WITH CO-HOST BRIAN MUSKER. FCH PROVIDES DIGITAL INVENTORY MARKETING SERVICES AND DATA CLEANSING FOR FASTENER DISTRIBUTORS. ERIC ALSO PRODUCES THE MONTHLY FASTENER DISTRIBUTOR INDEX



### JASON THERRIEN

FOUNDER, INVESTOR, AND BOARD MEMBER OF THUNDER::TECH, AN INTEGRATED MARKETING AGENCY SPECIALIZING IN DIGITAL MARKETING, BRAND STRATEGY, WEB DEVELOPMENT, AND SOCIAL MEDIA. THE AGENCY IS KNOWN FOR RAPID GROWTH, FEATURED ON INC. MAGAZINE'S 5000 LIST FOUR TIMES. THERRIEN HAS BEEN RECOGNIZED IN CRAIN'S CLEVELAND BUSINESS AND QUOTED IN MEDIA OUTLETS LIKE USA TODAY, ADAGE, TIME, AND CRAIN'S.