

# InspireShift: Panellist

## The promise & perils of Artificial Intelligence

Emma McGuigan oversees Accenture's relationships, strategy, and capabilities globally across the ecosystem. She is a member of Accenture's Global Management Committee & Chair of the Board of Avanade, the company's joint venture with Microsoft.

During her tenure of more than 25 years at Accenture, Emma has held a variety of positions most recently leading Accenture Microsoft Business Group, responsible for driving Accenture's overall Microsoft business.

She has also held the position of group technology officer for Accenture's Communications, Media & Technology operating group where she was responsible for the group's technology strategy, overseeing current and future partnerships, and positioning around emerging technologies including machine learning, artificial intelligence, and cognitive computing to help drive leading-edge technology consulting and innovation to clients.

**Emma McGuigan**

Accenture

Global Lead - Enterprise & Industry Technologies

