Matthew Bertram

Speaker | Automation & Data Expert,
Future Point of View

Speaker Overview

Matthew Bertram is a Senior Consultant at Future Point of View, specializing in business intelligence, artificial intelligence, strategic planning, and business process automation. He has spent his career on the forefront of data intelligence and automation.

At FPOV, he leads clients in diverse industries such as energy, education, and finance through citizen data science and citizen automation programs. In these programs, Matthew teaches non-technical team members how to amplify their impact through skillful use of data and automation, using leading edge techniques to propel their organizations forward.

Matthew spent over a decade at Kimray, an international manufacturer in the oil and gas industry. In his final three years at Kimray, he was the firm's emerging technology director. In this role, Matthew oversaw proof-of-concept projects for augmented reality, virtual reality, artificial intelligence, and robotic process automation. He supervised and led a team through business intelligence initiatives and data rules engine development.

Matthew graduated from Thomas Edison University in New Jersey with a Bachelor of Science Business Administration, Computer Information Services. He is also a graduate of the Stanford University Design Thinking Bootcamp as well as a Microsoft Certified Solution Developer, Microsoft Certified Application Developer, and Certified Scrum Master.

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Supercharge Your Talent with Proven Data Skills

For decades organizations have invested millions of dollars gathering data but have little to show for it because they don't know how to make use of it. Data is a powerful resource but will be wasted if the organization does not have people across departments who can turn data into insight. A Citizen Data Scientist Program is a proven strategy to bridge the talent gap by training existing team members and spread knowledge across the organization. Matthew shares interesting and practical methods for how to implement a citizen program in your organization.

Best Audience
C-suite Executives, HR thought leaders, business owners, operational leaders

Best Format/Placing in a Conference
This topic can be positioned at any point in a conference, it is best used as a closing keynote that leaves the audience with tangible next steps to take back to their organization. It can also be done as a workshop or breakout where participants have opportunity for Q&A.

Notes for the Meeting Planner
Matthew is a 25-year veteran in this space and blends foundational concepts with constant innovation in this space. It doesn't matter if it's B2B or B2C: every organization wants to improve increase revenue while also reducing costs . He will show how to build a sustainable data culture at any organization.

Customizable Meter (1-10)
7 - This presentation is very adaptable to the event format, customizing for either a keynote or an interactive workshop. Matthew will meet with the event planners to discuss the customizable features and incorporate into the keynote.

Learning Objectives & Take-aways
- Training existing team members is less expensive than hiring external data scientists, who won't deliver value until they learn the business and will take their knowledge with them when they leave.
- Employees who understand the business and its industry are best positioned to gather, analyze, and apply meaningful data.
- Relying on data science to drive business decisions improves financial results. By detecting market changes and process improvement opportunities sooner, companies can make, and have confidence in, fact-based decisions.
- Any number of employees throughout the organization can be trained as data scientists alongside their regular responsibilities.
- A Citizen Data Scientist program expands the amount of information available about the business, increases the impact of the data, and delivers tangible ROI.

"Unlocking insight from data no longer the responsibility of a specialized few, it is the new meta-skill for success in business."

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1,000 Automations: How to Unleash Efficiency Throughout Your Whole Organization

Is your organization bogged down with mundane tasks that must be done, but don't create compelling value for customers? Are your best people focused more on firefighting than winning in the marketplace? Finding and retaining talent is one of the most intensive and expensive responsibilities of leaders, and then that talent is often wasted on necessary but low value tasks. In your organization there are thousands of automation opportunities that are worth hundreds of thousands or even millions of dollars in value, if you could just find the key to unlock them. Matthew will share a proven strategy for how to launch and sustain a Citizen Automation Specialist Program in your organization that will:
- Amplify current business side efforts
- Relieve overloaded IT backlogs
- Simplify and speed up the implementation of automation projects
- Intelligently manage financial returns

Best Audience
This can be customized really to any type of audience, but it is best suited for: C-Suite Executives, Human Resources, High Potential Employees, Strategic Leaders. It will be especially interesting to business leaders frustrated by lack of productivity or IT leaders overwhelmed with request backlogs.

Customizable Meter (1-10)
7 - This presentation is very adaptable to the event format, customizing for either a keynote or an interactive workshop. Matthew will meet with the event planners to discuss the customizable features and incorporate into the keynote.

Best Format/Placing in a Conference
This is a very versatile topic and can be placed anywhere in a conference or an organization's meeting. The speech is particularly effective in a keynote for the opening keynote or closing keynote of an event. This topic is very relevant, and it is on every leaders' mind in every industry. This can also work very well as an interactive workshop or breakout session.

Notes for the Meeting Planner
Matthew is a 25-year veteran in this space and blends foundational concepts with constant innovation in this space. It doesn't matter if it's B2B or B2C: every organization wants to improve increase revenue while also reducing costs . He will show how to build a sustainable automation culture at any organization.

Learning Objectives & Take-aways
- What are the obstacles holding my organization back from automation?
- How to map out an automation journey?
- What skills do my business people need and how do I upskill them?
- How does IT's relationship to the business need to change?
- What HR issues should be addressed, and how can I proactively handle them?
- How can my organization automate without increasing cyber risk?

"Automation is the design principle for amplifying your organization's impact"

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Your Next Colleague is a Robot: How Generative AI is Transforming Every Aspect of Business

In a world where technology is constantly evolving, it's no surprise that businesses are starting to rely more and more on artificial intelligence (AI). From customer service to data analysis, AI is slowly but surely changing the way businesses operate. One type of AI that is particularly transformational is generative AI. Generative AI has the ability to create new data, which can be used to improve various aspects of business, from marketing to product development. As businesses continue to integrate AI into their operations, it's important to understand the different types of AI and how they can be used to improve various aspects of business. Generative AI is one type of AI that is particularly transformational and has the ability to create new data. This data can be used to improve various aspects of business, from marketing to product development. Understanding how generative AI works and how it can be used to benefit businesses is essential in today's ever-changing business landscape.

Best Audience
Everyone: This is typically given to Business-side leaders looking to learn how to take the lead in technology with their organization. However, this can easily be customized to any type of audience including: Managers, Executives, C-Suite Leaders, Business Owners, IT, Entrepreneurs, Associations. The talk is a little different for leaders vs. when all levels of organizations are in attendance.

Customizable Meter (1-10)
7 - This talk can be customized so that it is very thought leading and inspiring, or more grounded and practical. Matthew will meet with the event planners to discuss the customizable features and incorporate into the keynote.

Best Format/Placing in a Conference
It's great for the opening keynote or closing keynote of an event. This topic is very relevant, and it is on every leaders' mind in every industry. This is really not for a breakout session or workshop. Depending on time and the event goals Matthew can also include live "show and tell" demonstrations using various AI engines; this is very popular with audiences because many hear about these but have not had a chance to see them in action.

Notes for the Meeting Planner
This speech is always evolving, and it will include what is going on with digital transformation in the world plus weaving in what is going on within the industry. Generative AI is maturing very quickly, and Matthew is constantly updating content with the latest examples and innovations.

Learning Objectives & Take-aways
- Yeah this sounds cool, but how will this impact my organization's bottom line?
- Evaluate the timeline of Generative AI and most recent industry developments.
- How to I bring this into my organization, build or buy? Does it even make sense to think of this in these terms?
- We already have a data science team, why do I need to bother with Generative AI?
- Isn't it "safer" to wait until Generative AI matures before jumping in?

"Generative AI is not about automating the human out of the equation; it's about amplifying human potential with technology."

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Superhuman: 3 Digital Skills that Turbocharge Your Organization

Digital Superpowers are abilities that allow business users to achieve goals that were once impossible, or at least very difficult, to accomplish without the help of traditional IT resources. These abilities can be used for a variety of purposes like:
- Adapting to shifting market conditions
- Increasing personal and team productivity
- Mastering new information
- Sharing ideas and knowledge
- Outmaneuvering competition

Digital Superpowers can be found in a variety of online tools and applications, as well as in the way we use these tools. For example, the ability to search for information quickly and easily is a digital superpower. So is the ability to connect with others instantly through social media or video conferencing. As we become more reliant on technology, our digital superpowers will continue to grow. It is important to learn how to use these abilities effectively so that we can make the most of them.

Best Audience
This can be customized really to any type of audience, but it is best suited for: C-Suite Executives, Human Resources, High Potential Employees, Strategic Leaders

Customizable Meter (1-10)
6 - meaning that this content can be adapted to any industry, incorporating concepts and illustrations that will be meaningful to the audience. Matthew will meet with the event planners to discuss the customizable features and incorporate into the keynote.

Best Format/Placing in a Conference
This is a very popular subject and can fit into any conference or event. It is very versatile and makes an excellent thought-leading Keynote or can be more tactical as a Breakout Session, or hands-on "how-to" Workshop.

Notes for the Meeting Planner
This is an excellent thought leading topic and encourages the audience to reimagine how they think of empowering their talent. The topic can stand alone, and also meshes well into broader industry themes.

Learning Objectives & Take-aways
- What skills stack on top of each other to create exponential results?
- How do I create an environment that attracts and grows exceptional capabilities?
- What impact can I expect this to have on my organization?
- Is this only about talent acquisition or does it work with existing talent?
- How do I bring these skills into my organization?
- How long does it take to begin seeing results?

"Mastering digital skills is the alchemy that elevates a person's impact, transforming the ordinary into the extraordinary."