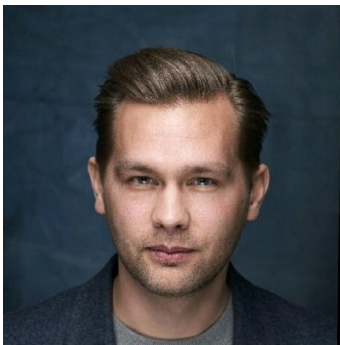# Session 4B

Enabling speed and autonomy in your AI teams to unlock innovation - Learnings from setting up AI at H&M

Errol Koolmeister
Former Head of AI Foundation
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Bio: *Errol Koolmeister is the award-winning AI and technology expert who has successfully built several large companies' ability to deliver value with AI. Most recently, he comes from the H&M group, where he, as responsible for AI, has been involved in recruiting over 150 people, integrating AI into the core business, and driving the technical transformation in the company.*

Before H&M, he worked as an advisor to several start-ups and large companies in Europe & Russia. In addition, he advised on how to best use and scale AI in organizations. Before working as an advisor, Errol worked as a lead data scientist for the Vodafone group. He was part of building up the international AI team, which today consists of over 500 people.

He began his career at Nordea bank, the largest financial institution in the Nordics, where he built several analytical departments.

Brief description:

Abstract: In this presentation, you will learn how we initially set up the teams to increase speed and deliver the first use cases at H&M. After the initial insights. You will learn how we then transformed the teams to be able to scale up the efforts. One of the significant outputs of how we organized the teams was the innovation that happened in the organization when we enabled speed & autonomy.

Key takeaways:

- Understanding the AI process is key
- Self-sufficient teams owning the stakeholder interaction
- Don't mandate rather, support the teams
- Organize for shared capabilities when you start to deliver
- Innovation can happen everywhere

Key words: