



Beatrice Borgia, MBA, Ph.D

**Chief Corporate Development Officer - Teoresi Group;
President - Film Commission Torino Piemonte**

Beatrice Borgia is Chief Corporate Development Officer of Teoresi Group, an international engineering company that supports companies in creating projects with cutting-edge technologies aimed at improving people's life across different industries: Smart Mobility, Artificial Intelligence, FinTech, Life Science. Teoresi has strong global expertise in engineering: its mission is to develop machine intelligence: equipping devices with a "brain" that makes them smart.

Beatrice Borgia was born in Turin, Italy in 1980. She holds degrees in Industrial Biotechnology from the University of Turin and Imperial College of London, a Ph.D. in Genetic Engineering from the Swiss Federal Institute of Technology (ETH) in Zurich and an Executive MBA in Business Administration from ESCP Business School in Paris. She has ten years of international professional experience leading Strategic Marketing in listed corporate organizations operating in the MedTech field. In addition, Borgia has a solid understanding of the SME and startup world across different Tech sectors, hence an ability to make connections between technological opportunities, innovative projects, enabling institutional realities, and developing the entrepreneurial fabric.

She has always been interested in the world of innovation and value creation and continues to mentor and advise several enterprises supporting the national and international entrepreneurial framework. In November 2021, she was appointed President of the Film Commission Torino Piemonte and in 2022 she becomes Professor for executive education programs at ESCP Business School for Marketing, Omnichannel Strategy, Design thinking, UX and Customer Centricity.

**Why can women entrepreneurs consider AI as an opportunity
for development?**

Beatrice Borgia - Chief Corporate Development Officer Teoresi Group

“While AI offers great opportunities to women entrepreneurs, AI itself needs more women at its core.”

As a woman and AI professional, I have been delving into the issues that are central to the AI debate: opportunities, ethics & biases.

It is well known that AI has the potential to revolutionize the way all businesses operate, and entrepreneurs conduct their operations across various sectors by providing unprecedented efficiency, accuracy, and cost-effectiveness. Additionally, AI can analyze large datasets and provide insights that humans may not be able to identify often leading to better decision-making and improved customer experiences. Focusing on women-owned businesses, AI may also provide the advantage to level the playing field by providing innovative solutions to the unique challenges faced by women. AI can benefit women by including AI-based tools for career guidance and skill-building platforms, financial and business management solutions for women entrepreneurs, and education and learning resources for girls and women.

Yet, at a time when AI is reshaping everyday life, women are under-represented in the research and design of these technologies. This generates an AI bias where machine learning algorithms reflect the biases and prejudices of the data on which they are trained resulting in discriminatory outcomes that disproportionately affect certain groups, including women. Addressing the gender gap in AI is crucial for ensuring that AI is developed in an unbiased, ethical and inclusive manner.

Starting from this, it is up to leaders to propose employee engagement paths in their companies: the aim is to help them use or develop technologies better and with awareness, in order to identify the biases and deconstruct them. Teoresi, dealing with AI programmers, has already taken action proposing an internal D&I awareness program using AI: for us, diversity & inclusion (D&I) is a founding value. We strongly believe in inclusive environments to attract talent, our greatest asset.

The importance of being part of an international network

“As professionals, it is key to network on a global scale, in order to maintain the effectiveness of our roles and bring more value to our organizations.”