



INTERNATIONAL SUMMIT

On Responsible AI for Executives

First Edition • October 15-16, 2025 • Biarritz

With the support of the French Ministry for Europe and Foreign Affairs



PRESS KIT

*Two days to Turn AI Risk into Performance through Compliance,
Inclusion, and Ethics*

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CONTEXT

Biarritz, July 1, 2025 – For its first edition, the international summit AI ON US, with the support of the French Ministry for Europe and Foreign Affairs, will bring together 100 senior decision-makers in Biarritz on October 15 and 16, 2025. Trust issues around AI are real and growing. This is the key finding from the latest global study on AI and public trust, conducted by international consulting firm KPMG. The report, based on responses from over 48,000 individuals across 47 countries, highlights a global gap between the rapid adoption of AI and the maturity of its governance.

AI and Trust: A Major Challenge for Businesses

Over 54% of respondents distrust AI, with trust levels significantly lower in advanced economies (39%) compared to emerging markets (57%). While 72% accept the use of AI, 61% lack formal training and half report limited knowledge.

Concerns center on cybersecurity, job loss, misinformation, human disconnection, and algorithmic bias. In light of these concerns, the current legal framework appears inadequate to many: only 43% believe existing laws are sufficient, while 70% consider regulation necessary — especially to combat AI-generated misinformation (87%).

In the workplace, 58% of employees use AI regularly and intentionally. More than half report performance gains linked to AI, but also point to risks such as policy violations and overdependence. Governance and training to support responsible AI use appear to be lagging.

Among students, 83% (mainly in higher education) use AI regularly in their studies, yet only 50% say their institution provides training on its responsible use.

This erosion of trust is not just an AI problem — it's a business risk affecting all sectors. When people stop trusting the technologies behind the services they use, they stop buying.

As highlighted in *The ROI of Ethics* report (The Digital Economist, June 2025), organizations that integrate ethics early in the design of AI systems see measurable benefits: a 20% increase in productivity, a 35% reduction in data-related litigation, and a 40% decrease in unforeseen compliance costs. Conversely, neglecting these issues leads to significant overruns—particularly in crisis management and brand reputation.

Far from being a constraint, responsible AI is proving to be a driver of sustainable performance and a powerful differentiator in an increasingly competitive market.

OBJECTIF

AI ON US: Turning AI Risk into Executive Opportunity

Designed as a direct response to leadership concerns, AI ON US offers an operational, immersive approach to AI risk — rooted in action. Over two days, participants will experience a unique format combining executive briefings, a simulation of the EU AI Act, the signing of the first international Charter for Inclusive AI, an ethical innovation sprint, and strategic networking.

A Multi-Sector Response Built by 20 International Experts: The result of six months of rigorous preparation, the summit is structured around the work of 10 thematic teams comprising lawyers, technologists, researchers, psychologists, and ethicists from 9 countries. Together, they developed:

- A cross-cutting AI risk and impact map
- A mapping of regional laws and standards
- Trust-by-design strategies
- An immersive simulation based on the EU AI Act & a responsible innovation workshop
- A Responsible AI Playbook distributed to all participants

BIARRITZ, FRANCE

Hosted in Biarritz, on the Atlantic coast — the G7 city in 2019 — the summit offers an intimate, confidential, and inspiring setting (limited to 100 participants), ideal for deep strategic reflection on the future of AI.

Venue: Morning (8:30 AM – 12:00 PM) – Salon Diane, Théâtre du Casino de Biarritz

Afternoon (1:00 PM – 6:15 PM) – Imperial & Edouard VII Salons, Hôtel du Palais, Biarritz

«AI regulation should not be seen as a hurdle to work around, but as a strategic framework to build upon — essential for market trust and competitiveness. Shortcuts in AI can be costly. A responsible, ethical, and well-structured approach delivers far greater value.»



Marianne Mazaud
Directrice Générale, AI ON US

AGENDA & PROGRAM

OCTOBER 15, 2025

- AI Regulation, Standards and Impacts (3h)
- Gamified Simulation of the European AI Act (3h)
- Expert Conversation with Thierry Breton
- AI Consulting Session
- Afterwork & Dîner VIP

OCTOBER 16, 2025

- Regulatory Gaps & Responsible AI Innovation (3h)
- Arborus Charter Signing
- Responsible AI Prototyping Sprint (2.5h)
- Expert Conversation with Lara Sophie Bothur
- AI Consulting Session & Afterwork

October 15, 2025 Program

8:30 AM–12:00 PM – Executive Briefing: Risks, Impacts, Laws & Standards: a two-part session: first, an analysis of AI risks and impacts using a comprehensive taxonomy across 10 key domains of responsible AI. Then, a review of regulations and standards in a fragmented global landscape — with a focus on the EU AI Act as a global benchmark, followed by an overview of U.S. Tier-1 market approaches. The extraterritorial effects of these laws will be explored in detail, particularly their implications for non-European companies active in the EU. Best practices from Asia and Latin America will also be shared.

1:00 PM–4:00 PM – First Global Simulation of the EU AI Act led by expert Aleksandr Tiulkanov, this immersive session puts participants in the role of executives facing high-stakes compliance decisions under pressure. The objective: avoid sanctions, bans, and reputational fallout. A unique exercise at the intersection of regulation, risk, and real-time strategy.

4:15 PM–5:15 PM – Keynote by Thierry Breton: ex-former European Commissioner for the Internal Market Thierry Breton will share his strategic perspective on the industrial and geopolitical stakes of AI regulation. Moderated by Jérôme Bellion-Jourdan, researcher at the Institute for Global Negotiation and former UN official.

5:30 PM–6:15 PM – Personalized AI Consulting: one-on-one sessions with our expert partners to explore concrete solutions tailored to each organization's AI challenges.

October 16, 2025 Program

8:30 AM–12:00 PM – Executive Briefing: Grey Zones & Responsible Innovation: a forward-looking session to anticipate upcoming regulations: existing texts, legal blind spots, and the urgent need for global standards. The second half will spotlight best practices and case studies in ethical AI innovation.

1:00 PM–1:30 PM – Signing of the Arborus Charter: Official commitment to inclusive, ethical, and trustworthy AI. The first step toward obtaining the international GEEIS-AI label, led by Dr. Cristina Lunghi.

1:30 PM–4:00 PM – Creative Sprint: From Ethics to Action: an intensive workshop where participants design real, actionable AI solutions to challenges around compliance or trust. Guided by expert facilitators, the most promising projects will be showcased after the summit.

4:15 PM–5:15 PM – Keynote by Lara Sophie Bothur: a global voice on responsible innovation, Lara Sophie Bothur delivers an engaging and accessible perspective on the major shifts reshaping tech and society.

5:30 PM–6:15 PM – Personalized AI Consulting: tailored advisory sessions with our expert network, designed to turn your organization's AI challenges into strategic levers.

A Multi-stakeholder Approach To The Toughest AI Challenges

10 RESPONSIBLE AI TEAMS

AI DATA PRIVACY

ETHICAL AI

AI & WELL BEING

TRUST & SAFETY

RESPONSIBLE AI IN HEALTHCARE

PUBLIC INTEREST AI

AI POLICY

CREATIVE AI & MARKETING

FUTURE OF WORK

AI GOVERNANCE

10 RESPONSIBLE AI TEAMS

The 10 Core Thematic Teams — Tackled Through a Business Lens:

Data Privacy: Debbie Reynolds Chief Data Officer (Fortune 500);

Ethical AI: Laura Miller, CEO & Author (NextGen Ethics); Will Rivera, Expert in Tech-Enabled Violence and Director (My Own Image, Cyan); Victoria Fontaine, Founder (EntreprenHer Tour, Connect'Her) and Customer Care Specialist (Welcome to The Jungle);

AI & Wellbeing: Mathilde Depaulis, Psychologist specializing in emotions and cognitive bias; Ophélie Engasser, PhD in Psychology and Data Scientist (Solutions & Territoires);

Trust & Safety: Sarah Amos, Product Manager (Humane Intelligence); Renzo Diaz Giunta AI Advisor & Constitutional Lawyer (ODM Organización Democrática Mundial, Por el Desarrollo Peru, iGlobal.Lawyer); Jakub Kubalski, IP & Entertainment Lawyer (SSW);

Responsible AI in Healthcare: Dr. Elise Victor, Computer Science & Health Expert, Business Angel;

Public Interest AI: Theodora Skeadas, Head of Tech Policy (Doordash, Humane Intelligence, All Tech is Human); Uma Kalkar, Policy Adviser to the OECD on Global Risks (GovAI);

AI Policy: Elena Gurevich, IP Lawyer and Responsible AI Consultant (NYC, EU AI Office); Jakub Szarmach, Lawyer and Risk & Compliance Analyst (Relativity); Renzo Diaz Giunta, AI Advisor & Constitutional Lawyer (ODM Organización Democrática Mundial, Por el Desarrollo Peru, iGlobal.Lawyer);

Creative AI & Marketing: Laura Berton, IP Lawyer & AI Ethics Specialist (Kepler Wolf, Oxford); Jakub Kubalski, IP & Entertainment Lawyer (SSW); Barbu Harsan, Senior Multimedia Marketing Artist (ex-T2 Interactive);

Future of Work: Dr. Tommy Gardner, Chief Technical Officer (HP Federal); Svetlana Videnova, Consultant in Change Management & AI Strategy;

AI Governance: Jérôme Bellion-Jourdan, Senior Fellow (Institute for Global Negotiation); Tereza Zoumpalova, AI Governance Expert (The Future Society).

PARTICIPANTS

Senior Executives and Managers from Tech companies developing Artificial Intelligence products.

Senior Executives and Managers from non-Tech companies and organizations integrating or aiming to integrate AI into their operations and products.

CHIFFRES CLÉS

- 100 participants
- 25 AI Experts
- 65% women on the expert committee
- 10 working groups
- 9 countries represented
- An online community of 1,000 Senior Managers across 40 countries and all continents

OUR AI EXPERTS



Thierry Breton
European Commissioner for the
Internal Market (2019-2024)



Dr. Cristina Lunghi
Founder & Architect of Arborus
Charter, GEEIS AI Label



Lara Sophie Bothur
#2 Most Influential Voice in AI &
Tech, Humane Tech Translator



Dr. Peter Slattery
MIT AI Risk Repository Lead at
MIT Future Tech

9 Countries   • Multisector • Intergenerational



NOS EXPERTS IA

SPEAKERS



Aleksandr Tiulkanov
EU AI Act Simulation
Game Creator



Debbie Reynolds
Chief Data Officer
Fortune 500 Advisor



Tommy Garnder
Chief Technical Officer
HP Federal



Tereza Zoumpalova
Associate at The Future
Society



Jakkub Szarmach
AI Risk & Compliance
Analyst at Relativity



Mathilde Depaulis
Psychologist & Cognitive
Bias Specialist



Laura Miller
CEO NextGen Ethics
Recognized by NASA



Elena Gurevich
NYC IP Lawyer, &
Responsible AI



Jérôme-Bellion Jourdan
Senior Fellow- Institute for
Global Negotiation



Sarah Amos
Product Manager at
Humane Intelligence



Will Rivera
Tech-Facilitated
Violence Expert



Dr. Elise Victor
AI Angel Investor & Health Tech
Leader, PhD in health informatics



Renzo Diaz Giunta
AI Policy Advisor &
Constitutional Lawyer-
ODM iGlobal Lawyer



Svetlana Videnova
Change Management &
AI Consultant,
Ex-TPX Impact, Ex-BBC



Theodora Skeadas
Tech & AI Policy Advisor
Doordash, All Tech Is
Humane



Jakub Kubalski
IP & AI Lawyer at SSW,
World Intellectual
Property Organisation



Laura Berton
IP (Intellectual Property) Lawyer &
Digital Ethics, Kepler Wolf

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Marketing Artist, Ex-T2
Interactive, Ex-Outplay
Entertainment



Victoria Fontaine
Founder (EntreprenHer
Tour, Connect'Her) et
Customer Care Specialist
(Welcome to The Jungle)



John James Abadom
General Manager IT Labs,
Founder of CTO News
Thursday, Co-host of AI ON
US x CTO News Thursday
Podcast



SUMMIT PREPARATION



Morning Strategic Keynotes & The AI Playbook

A co-designed program tailored to AI challenges. Six months of exchanges for six hours of decisive briefings.

Each AI ON US working group met for over six months to collaboratively build the executive briefing content for October 15 and 16, along with the IA Playbook. On the agenda: strategic monitoring, report analysis, field feedback, and debates. Each team tackled a key issue: how to reduce cognitive bias in the use of AI assistants and promote critical thinking? What lens should be applied to global regulation and the extraterritorial effect of the AI Act? What best practices help manage AI suppliers within a shared accountability framework? On the marketing side, the Creative Lab questions the limits of generative content when meaning is lost or public trust eroded. A demanding process, led by expertise and grounded insights, delivering a program that truly supports strategic decisions.

Our work is informed by the expertise of institutions like EPITECH, the French School of IT Excellence in software engineering, Data, AI, and cybersecurity; drawing on insights from their innovative educational approaches—from deconstructed learning to dropout prediction systems and AI-powered coaching. A quantitative survey is also being developed with their 6,000 students.

A strategic event driven by a French, European, and international perspective, delivering standardized best practices in fragmented global markets.

AI ON US aligns with the ambitions of France 2030, the European AI Act, GDPR, DSA, and DMA, and complements the UN AI for Action Summit. Its goal: to become the annual international and European landmark for responsible AI, bridging regulation, inclusion, innovation, and competitiveness.

5h+ Immersive Workshops

From simulation to action: real-world AI conditions. Two workshops to turn regulatory constraints into strategic assets.

After months of preparation, these immersive formats place participants at the heart of AI dilemmas. With the EU AI Act Decoded, designed by Aleksandr Tiulkanov and tested by students and companies, decision-makers face intense simulations: compliance, sanctions, reputation, strategic choices. The Creative Sprint then gathers signatories of the Arborus Charter—the first global charter for ethical, inclusive, and trustworthy AI—to develop concrete AI solutions in 2.5 hours, responding to real market challenges, using the previous day's workshop as a springboard. The IA Playbook is unveiled during the Responsible AI Innovation Lab.



They Support Us

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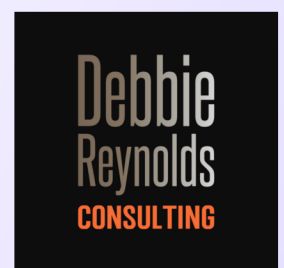


AI sisters



PAYS BASQUE DIGITAL
Cluster Numérique Pays Basque & Pays de l'Adour

✦ NEXTGEN ETHICS



PRESS PITCH

Journalistic: A New Standard for AI Governance

- Designed by a committee of 20 international experts from public and private sectors actively involved for over six months (including researchers, lawyers, technologists, ethicists, and psychologists)
- AI ON US aligns with the ambitions of the France 2030 program, the European AI Act, GDPR, DSA, and DMA, in complement to the UN AI for Action Summit. Its goal: to become the annual European and international landmark for responsible AI, bridging regulation, inclusion, innovation, and competitiveness.

Societal: Inclusion and Ethics as Levers for Competitiveness

- Rooted in inclusion, sectoral, generational, and geographic diversity (65% women, 9 countries), the summit offers access to an exclusive benchmark of best practices in responsible AI.
- Led by a young, committed, and gender-balanced entrepreneurial duo: from global marketing strategy to the design of high-level events, Thomas Lozopone and Marianne Mazaud combine their expertise to create a space where responsible AI becomes reality. Their partnership brings AI ON US strategic clarity and a strong commitment to ethical and inclusive AI.

Economic: A Strategic Opportunity for Businesses

- Each participant leaves with an AI Playbook and takes part in two cutting-edge immersive workshops: a gamified simulation of the European AI Act, a commitment through the signing of the first international charter for Inclusive AI, and an ethical prototyping workshop.

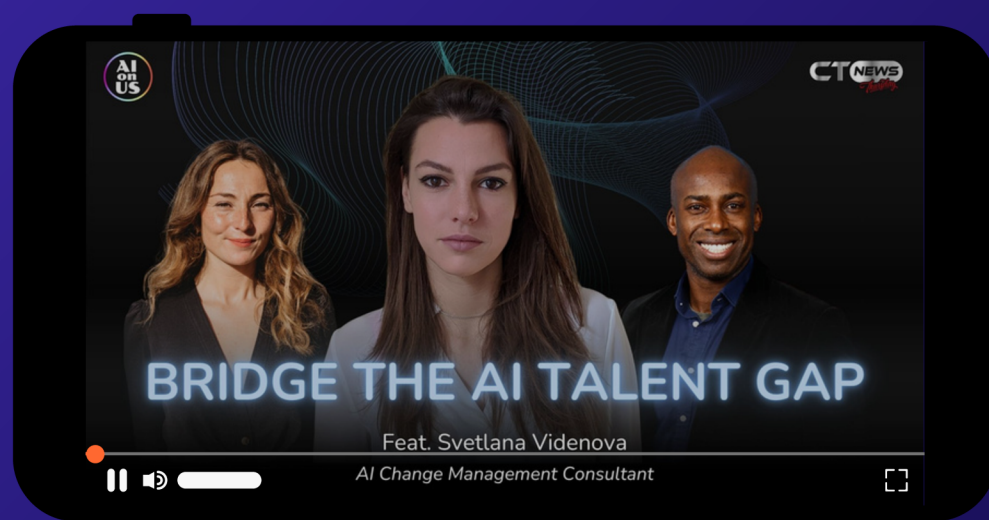
A WORLD TOUR OF RESPONSIBLE AI STRATEGIES

Artificial intelligence from the field, through the eyes of those shaping it.

Every month, a series of free-access video interviews spotlights leading AI experts active in the technological, legal, or organizational spheres.

From Chicago, Debbie Reynolds unpacks data protection strategies in the age of generative AI. In Lima, constitutional AI lawyer Renzo raises the alarm on spyware threats enhanced by AI. In New York, Elena compares U.S. and European approaches to regulation. In Biarritz, Svetlana analyzes the HR challenges of AI transformation.

In just ten minutes, each interview delivers a decisive point of view to inform strategic choices. This format is designed to spark reflection, clarify dilemmas, and help decision-makers navigate an evolving technological and regulatory landscape.



STRATEGIC PLATFORM

AI ON US is an independent SAS (simplified joint-stock company) and a strategic platform dedicated to responsible AI. It organizes an exclusive summit (October 15–16, 2025 in Biarritz), bringing together 100 public and private decision-makers for high-level keynotes and immersive workshops. Structured over six months of collaborative work — 10 working groups, 20 international experts (65% women) — the platform places equality, diversity, and education at the heart of its mission. Beyond the event, AI ON US shares weekly C-Level insights through interviews with AI specialists from around the world, offering a continuous space for reflection and practical application.

AI ON US equips leaders to harness AI responsibly — not out of fear, but with clarity and ambition. Rather than opposing regulation and innovation, the summit promotes an enlightened approach to technological transformation. AI can solve the grand challenges of our time, provided that decision-makers master its levers, risks, and real-world applications.

BIOGRAPHY

Thomas Lozopone

Co-founder and President of AI ON US

Thomas Lozopone is the co-founder and President of AI ON US, where he oversees the full operational and financial architecture of the initiative. A passionate advocate of emerging technologies, from blockchain to responsible AI, he brings a meticulous and thoughtful approach to event production. Trained in B2B event production in Canada, he spent five years directing international trade shows where user experience met logistical excellence.

Returning to his native region, the Basque Country, he partnered with Marianne Mazaud to launch a summit that breaks away from centralized formats: built to last, locally rooted, and designed to foster strategic dialogue among leaders. With AI ON US, he has created a space where technology regains its human dimension.



Marianne Mazaud

Co-founder and General Director of AI ON US

Marianne Mazaud has led more than ten years of global marketing and creative performance strategies for over 25 international brands across the fashion, beauty, wine, and entertainment sectors — including Puig, Take-Two Interactive, Stillfront Group, and Outplay Entertainment. From Biarritz to Barcelona via New York, she has supported multicultural teams in rolling out high-impact digital campaigns across continents.

But in 2022, as deepfakes began flooding advertising networks and undermining trust between brands and consumers, she chose to change course.



Recognizing the urgent need for better technological understanding at the strategic leadership level, she trained in artificial intelligence and earned a second Master's degree from the IA School (2024), following a first degree in digital marketing from NEOMA Business School (2015). There, she learned to code in Python and developed detection pipelines for synthetic content, targeting fake ads affecting celebrities and major brand endorsements.

Realizing that technology alone would not be enough to rebuild trust, she co-founded AI ON US with Thomas Lozopone: a summit and content platform designed to transform AI risks into strategic action levers, foster dialogue, and drive collaborative solutions. Over eight months, she brought together a global committee of 20+ international experts — researchers, legal professionals, technologists — to form 10 working groups focused on responsible AI. At the same time, she joined the mentorship program ALL TECH IS HUMAN to refine her ethical and systems-based vision of innovation.

At AI ON US, she leads global marketing, event, and content strategy. She builds international partnerships, designs immersive workshop formats, and co-hosts the AI ON US x CTO News Thursday video series, which she also produces and edits.

Her mission: to equip public and private decision-makers with actionable insights to anticipate risks, make better strategic decisions, and develop trustworthy AI — competitive, inclusive, and regulated. Fluent in French, English, and Spanish, she works to ensure that technology serves people, not just machines.

FOLLOW US

 www.ai-on-us.com :



- [HD Visual Gallery](#)
- Interview requests: marianne@ai-on-us.com
- Media references:
 - MLD Consulting: Marie-Laure Laville — MLD Consulting — Tel: +33 (0)6 18 14 85 36 — Email: mllaville@mldconsulting.fr
 - Interview on the program Regard des Dirigeants by Le Figaro, airing July 4, with publication scheduled for July 10, 2025 (op-ed + 12-minute interview).
 - CMO Digital is a B2B news platform dedicated to CMOs, CDOs, data & AI leaders, and their ecosystems. Its newsletter reaches 24,000+ contacts: <https://mediakit.digitalcmo.fr/>
 - Think Digital Partners is a media company that creates both digital and conference format content from the public sector around a number of tech verticals including AI, Data, Digital Identity, Cybersecurity, Digital Sustainability, Women in tech and general Digital Transformation. Our digital content is read by over 65,000 people across the globe each month (52% UK, 21% Europe and 21% North America).

LE FIGARO



CMO DIGITAL

SMART TECHNOLOGIES FOR DIGITAL TRANSFORMATION



PRACTICAL INFORMATION

- Hôtel du Palais & Casino, Biarritz — October 15 & 16, 2025, Limited to 100 participants
 - Morning (8:30 AM – 12:00 PM): Salon Diane, Théâtre du Casino de Biarritz, 1 avenue Edouard VII, 64200 Biarritz
 - Afternoon (1:00 PM – 6:15 PM): Imperial & Edouard VII Salons, Hôtel du Palais de Biarritz, 1 avenue de l'Impératrice, 64200 Biarritz
- Gold & Platinum Passes – Full access to the executive program
- Press accreditations / interview requests: marianne@ai-on-us.com | www.ai-on-us.com

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www.ai-on-us.com

