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Avoid These Pitfalls When Investing In AI

Based on what we learned, here is a hands-on practitioner's take on what to consider when starting to deploy AI and machine learning, along with some of the more common pitfalls to avoid in the spirit of keeping nascent projects on track.

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How Far Can Voice Automation Take You?

Make no mistake about it; voice automation is the future — a future that has arrived considerably earlier than once anticipated.

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Six Retail Recommendations For The 2019 Shopping Season

What retailers should do now to prepare their sites and mobile apps for the 2019 holiday rush.

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Is Agile Killing QA?

By giving agile teams additional outside resources that easily scale, these three testing approaches keep developers moving quickly and able to adjust to the high demands of customers.

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Can Businesses Capitalize On The Promise Of AI?

Those organizations that can capture the most data in the shortest amount of time may be the ones that capitalize on the promise of AI.

By Rob Mason

Forbes Councils Member

ABOUT

Rob is the CTO and SVP of Engineering at Applause, where he helps leading brands quickly release high-quality digital experiences.

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ABOUT

Rob is the CTO and SVP of Applause, where he helps leading brands quickly release high-quality experiences.

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CEO

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Shama Hyder is a visionary strategist for the digital age, a web and TV personality, a bestselling author, and the award-winning CEO of Zen Media – a global marketing and digital PR firm. She has been named the “Zen Master of Marketing” by Entrepreneur Magazine and the “Millennial Master of the Universe” by FastCompany.com. Shama has also been honored at both the White House and The United Nations as one of the top 100 young entrepreneurs in the country.

Shama is the bestselling author of The Zen of Social Media Marketing, now in its 4th edition and Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age. An acclaimed keynote speaker, Shama has delivered keynotes in over 20 countries and spoken for recognized brands including Movado, Chase, Tupperware and Inc 5000.

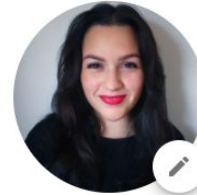
As a result of her success, Shama has been the recipient of numerous awards, including the prestigious Technology Titan Emerging Company CEO award. She was named one of the “Top 25 Entrepreneurs under 25” by Business Week in 2009, one of the “Top 30 Under 30” Entrepreneurs in America in 2014 by Inc. Magazine, and to the Forbes “30 Under 30” list of movers and shakers for 2015. LinkedIn has named Hyder one of their “Top Voices” in Marketing & Social

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Erin Ambrose 

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Senior Manager of Member Success

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SAVE CHANGES

Apr 13, 2021, 08:10am EDT | 19 views

15 Big News Items To Watch For In The Cybersecurity Space

**Expert Panel®** Forbes Councils Member**Forbes Technology Council**

COUNCIL POST | Membership (fee-based)

Innovation



The pandemic has changed how we do business and opened up many companies to potential threats, including devastating cyberattacks. The rapid shift to remote work and online shopping and banking has made for a wider attack surface for cybercriminals. That's why it's crucial for businesses to up their security posture now, before the next big news story about encryption and cybersecurity.

But what exactly will that next "big story" be? Below, 15 members of [Forbes Technology Council](#) share the topics they believe will make tomorrow's headlines in the cybersphere.



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Answer our Expert Panel questions and you could get your expert insights featured together with your peers in an article on Forbes.com.

Available Questions

Please answer in 3-5 original, non-promotional sentences. Expert Panel questions close automatically when they reach their maximum number of submissions.

When redesigning a web store, how can organizations gain a better understanding of what features need to be changed or added?



ANSWER

Establishing morning habits can help set a workday up for success. What is one thing you do every morning that sets you up for less stress and more productivity?



ANSWER

Every business decision has an impact on the longevity of the organization. What is the key to building a sustainable business?



ANSWER



FOR OUR MEMBERS

Expert Panel Tips

- New questions are posted throughout the month
- Selected based on quality and diversity of responses
- Questions disappear as they fill up - don't wait to post
- Articles are published about 4 weeks after closing
- An email is sent to members who are included

- 1 Click on Expert Panels and review the questions.
- 2 Answer one in 3-5 sentences.
- 3 Tell us by emailing concierge@forbescouncils.com and we'll publish it

When redesigning a web store, how can organizations gain a better understanding of what features need to be changed or added?



ANSWER

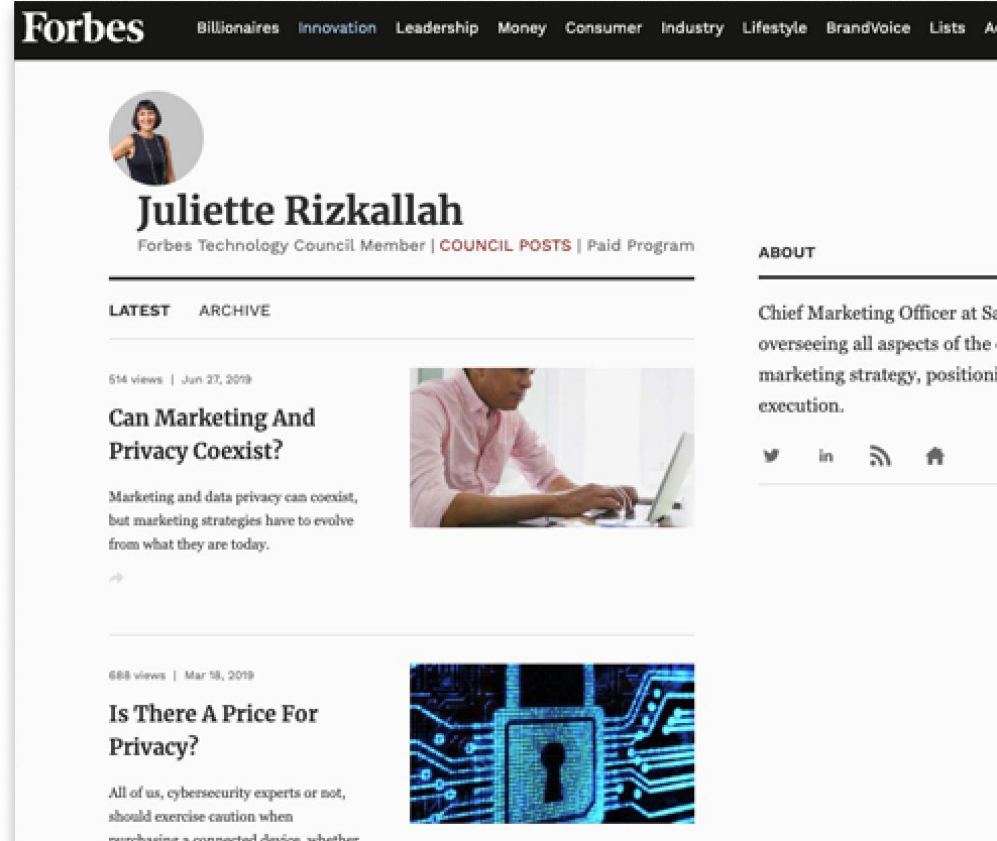
Every business decision has an impact on the longevity of the organization. What is the key to building a sustainable business?



ANSWER

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Create and publish
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YOUR unique expertise as a
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The screenshot shows a Forbes author profile for Juliette Rizkallah. At the top, the Forbes logo is on the left, and navigation links for Billionaires, Innovation, Leadership, Money, Consumer, Industry, Lifestyle, BrandVoice, Lists, and All are on the right. Below the navigation bar is a circular profile picture of Juliette Rizkallah, followed by her name in a large, bold font. Underneath her name, it says "Forbes Technology Council Member | COUNCIL POSTS | Paid Program". To the right of the profile section is an "ABOUT" section with a horizontal line above it. The text in the "ABOUT" section identifies her as the Chief Marketing Officer at Saatchi & Saatchi, overseeing all aspects of the company's marketing strategy, positioning, and execution. Below this text are icons for Twitter, LinkedIn, RSS, and a home icon. The main content area has two tabs: "LATEST" and "ARCHIVE". The first article listed is "Can Marketing And Privacy Coexist?" with 514 views and dated Jun 27, 2019. It includes a sub-headline "Marketing and data privacy can coexist, but marketing strategies have to evolve from what they are today." and a small image of a man in a pink shirt working on a laptop. The second article is "Is There A Price For Privacy?" with 688 views and dated Mar 18, 2019. It includes a sub-headline "All of us, cybersecurity experts or not, should exercise caution when purchasing a connected device, whether..." and a small image of a blue digital padlock on a circuit board.

Forbes

Billionaires Innovation Leadership Money Consumer Industry Lifestyle BrandVoice Lists All



Juliette Rizkallah

Forbes Technology Council Member | COUNCIL POSTS | Paid Program

ABOUT

Chief Marketing Officer at Saatchi & Saatchi, overseeing all aspects of the company's marketing strategy, positioning, and execution.


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LATEST ARCHIVE

514 views | Jun 27, 2019

Can Marketing And Privacy Coexist?


Marketing and data privacy can coexist, but marketing strategies have to evolve from what they are today.



688 views | Mar 18, 2019

Is There A Price For Privacy?

All of us, cybersecurity experts or not, should exercise caution when purchasing a connected device, whether...



THE BASICS

Editorial Guidelines

- 700-800 words (1k max) business advice/insights based on your expertise and field
- Must be previously unpublished (including LinkedIn posts)
- Do NOT sell or promote - it undermines your credibility
- Best topics educate readers and [help them solve a problem](#)
- Build trust and showcase your own knowledge
- Expert editors collaborate to make the piece stand out
- Entire process takes 4-6 weeks



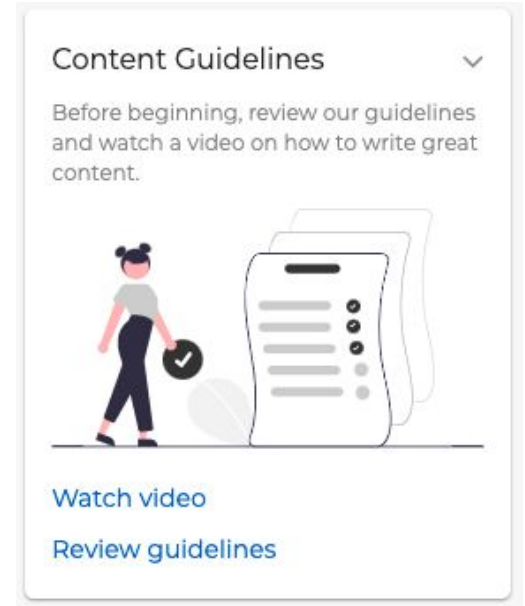
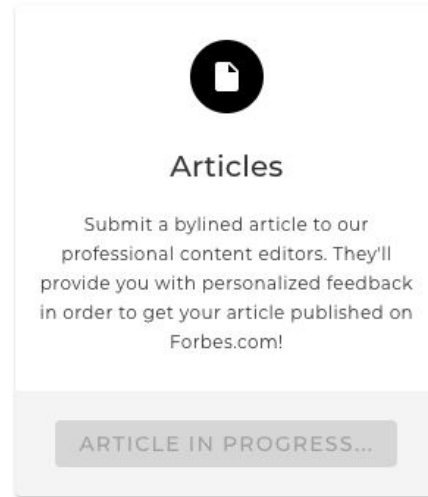
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Evergreen advice → more marketing opportunities for you

1 Click Publishing on the side menu and then Articles

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Erin Ambrose ▾

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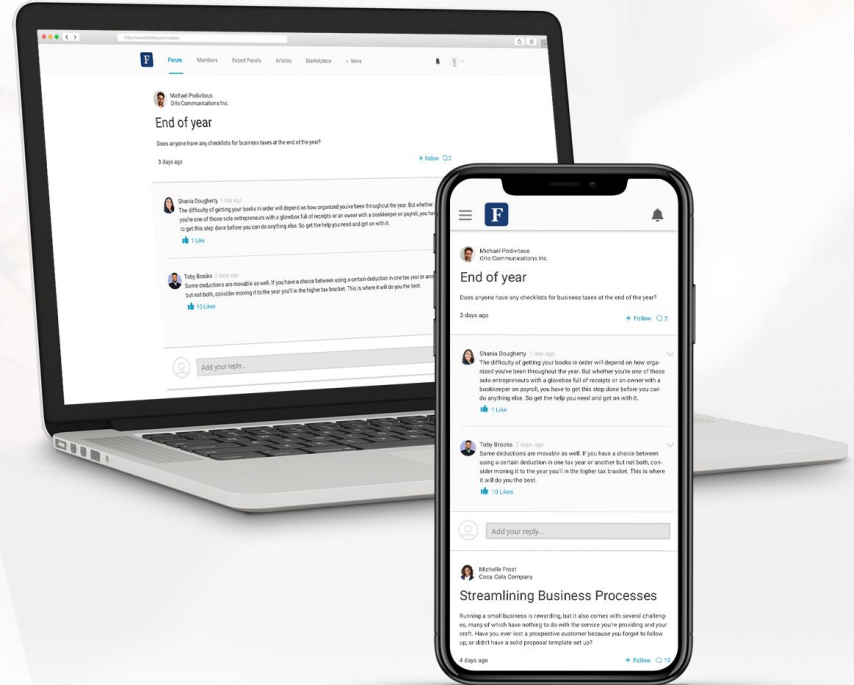
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**Jared Yellin** posted to **Everyone**

January 9 at 9:29 PM •



Cool offer for my Forbes Council Friends - NASDAQ approached me to launch a show called Tech Talk where I interview tech founders, tech investors, and really anyone with a track record and relevancy in tech. You would need to come to our office in Miami for the shoot and we will have the entire interview VERY ...see more



1



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**Christine Russo** posted to **Everyone**

January 8 at 5:10 PM • • Edited




I interview some of the most influential voices in technology, retail, startups globally and brands List in for fresh perspective and exploration of complicated topics impacting the retail industryInterview Drops Monday



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with a track record and relevancy in tech.
ot and we will have the entire interview VERY ...see more
...

$$a^2 + b^2 = ab^2$$

$$a(a+b) = (a \times a) + (a \times b)$$

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"My company has achieved a dramatic 250% increase in net profit..."

"Working with my coach one-on-one has made a big difference in my life and business. In just the last 30 days, my company has achieved a dramatic 250% increase in net profit, during a time that by all other standards, we should have lost money. Val and I focus on the critical few things that make the biggest difference, and having her help me identify those while also holding me accountable, is huge!"



Paul-Anthony Surdi
Alexandra Phillips Consulting

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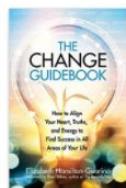
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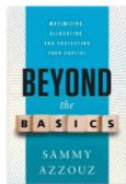
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A background image showing three women in a professional setting. One woman on the left is looking at a tablet, another in the center is smiling and holding a smartphone, and a third on the right is typing on a laptop. The image is faded to serve as a background for the text.

THANK YOU!