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# AI Value Creators

Beyond the Generative AI User Mindset



Rob Thomas,  
Paul Zikopoulos  
& Kate Soule

"A handbook for the AI Renaissance to help entrepreneurs and innovators drive AI value creation at the next level."

will.i.am, founder and CEO, FYI.AI

"Rob Thomas brings insight, common sense, and his long experience at IBM to bear on the greatest technological transformations of our lifetime. On the subject of AI, there are few people whose perspective I would value more."

Malcolm Gladwell, host of the *Revisionist History* podcast

"This handbook provides actionable insights to help you drive innovation and navigate the next wave of AI advancements, positioning your business for long-term success."

Jessica Sibley, CEO, TIME

## AI Value Creators

We've arrived in a new era—GenAI and agentic AI are reshaping industries and decision-making processes across the board. As a result, understanding their potential and pitfalls has become crucial. But in order to stay ahead of the curve, you'll need to develop fresh perspectives on leveraging AI beyond mere technical know-how. Geared to business leaders and tech professionals alike, this book demystifies the strategic integration of AI into business practices, ensuring you're equipped not just to participate but to lead in this new landscape.

This insightful guide by industry leaders Rob Thomas, Paul Zikopoulos, and Kate Soule, with contributions from Rebecca Reyes, David Cox, and Linda Snow, goes beyond the basics, offering real-life success stories and learned lessons to provide a blueprint for meaningful AI engagement. Whether you're a novice or an expert, you'll come away with an enhanced understanding of all the things a modern AI strategy can do for your business.

- Recognize the transformative potential of AI in business and how to harness it
- Navigate the ethical and operational challenges posed by AI with confidence
- Understand the interplay between AI technology and business strategy through detailed use cases
- Implement actionable strategies to integrate AI into your organizational culture
- Step confidently into the role of an AI Value Creator, equipped to lead

**Rob Thomas** is SVP and CCO at IBM and leads its entire software business, including product management, design, and development.

**Paul Zikopoulos** is an IBM VP focused on skills and AI. He's also an award-winning writer and speaker who has discussed AI and big data with *60 Minutes* and NATO.

**Kate Soule** is an IBM research director who leads technical product management for Granite, IBM's family of large language models.

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## Praise for *AI Value Creators*

A handbook for the AI Renaissance to help entrepreneurs and innovators drive  
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—*will.i.am, founder and CEO, FYI.AI*

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## AI Value Creators

by Rob Thomas, Paul Zikopoulos, and Kate Soule

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