University of Portland

Franz Center Executive Education Program

Competing in the Age of AI – Strategy, Execution & Ethics

Program Dates: November 4, 2025 to April 28, 2026.

Artificial intelligence isn't just another business trend, <u>AI is expected to be the single most significant force reshaping business ever.</u> As the capability of AI improves exponentially, the pace and range of adoption is accelerating. This program is designed to help leaders act now, equipping them with the strategy, tools, and guidance needed to harness AI. With over 40 hours of hands-on training led by faculty and industry experts across six months, this program gives leaders the tools, coaching, and momentum to transform their organizations with AI—beginning November 4.

Who Should Attend:

This program is ideal for senior managers, VPs, C-suite executives, and board members who are responsible for the success of their team or organization. It is especially well-suited for leaders who want to integrate AI into their operations, enhance products and services, or prepare their organization for emerging technologies.

Participants will gain the skills and knowledge to lead AI initiatives and foster an AI-positive culture. The program combines expert-led learning with practical, real-time application, supported by ongoing feedback from instructors, peers, and expert guests.

What to Expect:

- **Actionable Results:** Enter with a specific objective to implement AI and work on deliverables like AI strategy, AI enhanced workflows and products & services, and AI training programs.
- **Hands-On and Personalized:** Gain direct experience with a range of AI tools and apply tailored content directly to your organization's ongoing efforts.
- **Continuous Support and Learning:** Receive ongoing expert input and troubleshoot challenges during regular check-ins. Learn from a cohort of peers through breakout groups and gain insights from top AI experts and industry leaders.
- **University and Foundational Cohort Engagement:** Collaborate with University of Portland faculty and students and help shape the future of this inaugural program.

Program Structure and Content:

The six-month program runs from November 4, 2025, to April 28, 2026. It includes 12 bi-weekly sessions on Tuesday afternoons from 4:10pm to 6:30pm. Class sessions are primarily in-person on campus with hybrid/online/recorded options always available. Six additional special meetings will be held at various other locations in the Portland area, three events with AI industry partner organizations, and three program exclusive AI salon events held at interesting locations in the area. The program covers:

- Assessing opportunities and learning state-of-the-art AI
- Building AI strategy and policy
- Operationalizing AI and securing team buy-in

- Enabling AI with solid data foundations
- Measuring success and AI ROI
- Sustaining AI momentum and a learning culture
- Anticipating the AI of the future and its impact

Program Outcomes:

By the end of the program, you will be prepared to lead AI-driven changes and achieve tangible business success. You will:

- Develop and implement an actionable, organization-specific AI strategy.
- Become an experienced user of AI and create an AI use policy and training plans for your employees.
- Be able to lead successful AI initiatives, from pilot projects to large-scale transformations.
- Expand your network of AI experts and develop a clear vision for the future of AI and its impact on your organization.

By the end of the program, participants will have the skills and knowledge to not only use AI effectively but also to lead their organizations or departments through the complexities of AI adoption and integration. The University of Portland Franz Center *Competing in the Age of AI – Strategy, Execution, and Ethics Program* is designed to make AI actionable and impactful, ensuring that leaders are prepared to lead the way in AI-driven business success.

Participants also earn a University of Portland Franz Center Certificate of Completion, recognizing mastery of AI strategy, execution, and ethics.

Partial List of Program Faculty and Industry Experts:

Addie Olson, Founder of Cascadia Solutions
Ben Schmidt, Principal Product Manager, Nike
Caryn Lusinchi, AI Strategy Lead for Nemko Digital
Charles Jennings, AI Expert
Colin Stewart, Associate VP, University of Portland
Dean Hess, Portfolio Director, Nike
Eric Anctil, University of Portland Education Professor
Greg Pitter, University of Portland CIO
Jon Down, UP Professor and AI Executive Education Director
Mat Jennings, Director of Product Management, Aderant
Naga Vemprala, University of Portland OTM Professor
Naveen Gudigantala, University of Portland OTM Professor
Valerie Banschbach, University of Portland Dean of College of Arts & Sciences
Megan Nortarte, Co-Founder of AI Portland

Program Cost: $7,000

Contact Information:

To learn more or register, please contact: Jon Down, PhD
Program Director
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