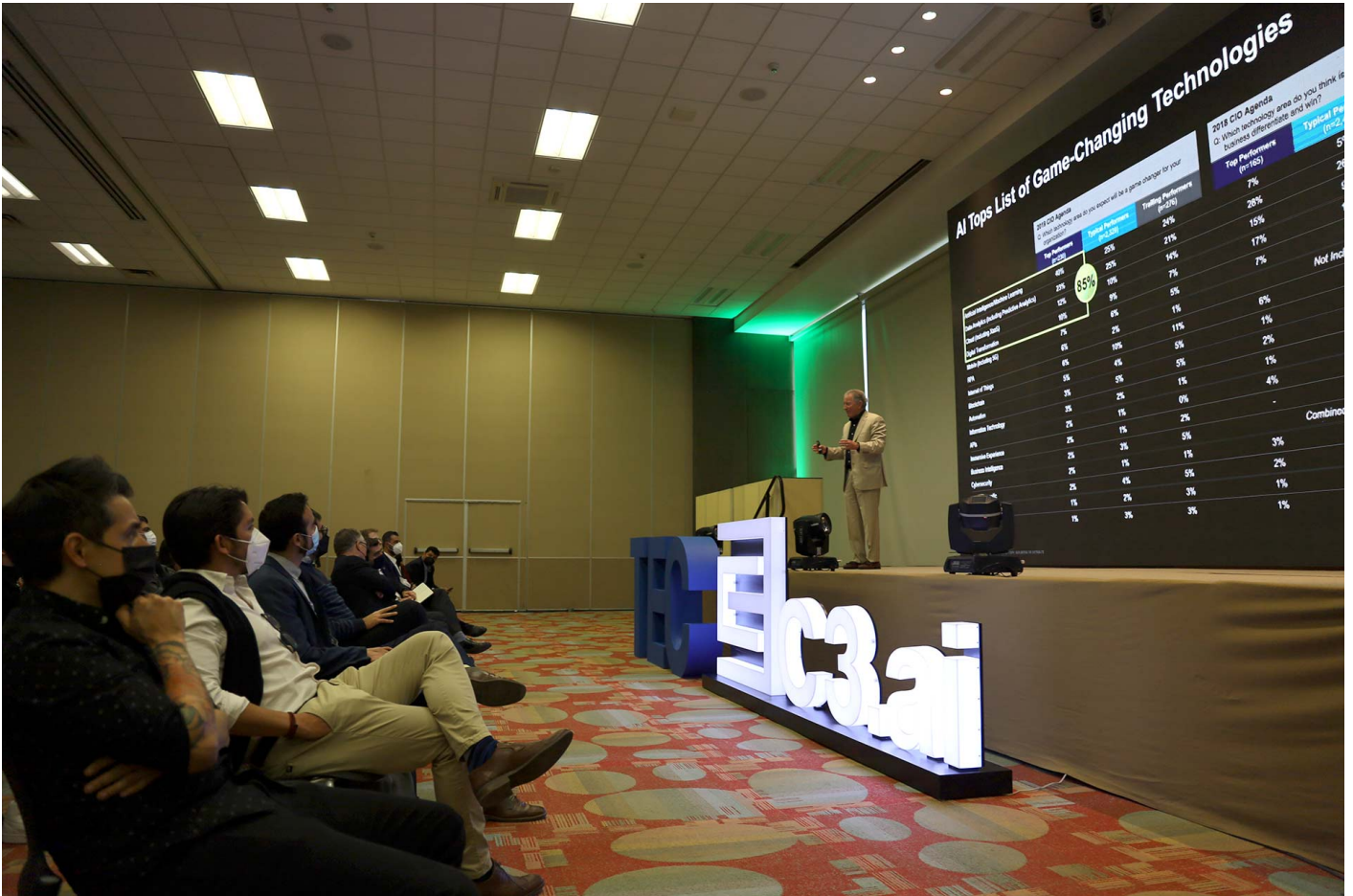


Guadalajara, a key market for tech innovation: Tom Siebel, AI expert



“Guadalajara has become a key market for **technology innovation**,” said Tom Siebel, CEO of **C3 AI**, a company that specializes in the development of **Artificial Intelligence (AI)** technology and **software**.

During his visit to **Tec Guadalajara**, he gave a talk entitled “**Enterprise AI software for digital transformation**” and elaborated on the advantages of a connection between the university and companies in the field.

The businessman stressed the importance of **digital transformation**, as it’ll be key to the **creation of infrastructure** for implementing the **Internet of Things (IoT)**.

He also said that the change already being generated by AI **impacts every industry**. That’s why C3 AI produces **applications of this technology for all productive sectors**, including:

- *Financial*
- *Manufacturing*
- *Healthcare*
- *Energy, and*
- *Telecommunications*



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Accelerating digital transformation

The expert stated that **C3 AI's** goal is to accelerate the inclusion of companies in digital transformation, highlighting that this offers new opportunities for engineers in each region.

This will be further enhanced by the opening of a new **C3 AI** office in Guadalajara, an engineering operations center for **building AI applications**.

*“With the breadth of **tech talent in the area**, the city was a natural choice to continue growing our global presence.*

*“We’re looking forward to building a local workforce that will help continue our goal of **developing enterprise AI applications** to meet the needs of our customers across numerous industries,” Siebel said.*



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Connection between the tech industry and universities

Siebel noted that C3 AI consistently maintains close relationships with educational and research institutions.

Which is why the company's arrival in Guadalajara led him to say: *"What better institution to work with in Mexico than Tec de Monterrey? I think there's a very clear connection there."*

He added that *"We help provide leadership to these institutions and guide them in their AI research programs... So, we hope to develop a similar partnership with the Tec."*

He pointed out that **AI will be everywhere in 20 years' time**. *"We're going to be key to making that happen more quickly at this university. Guadalajara is committed to building a thriving tech community."*

"Some of our most important leaders are from the Tec, so our impression is that they're brilliant people who are very competent. They're highly disciplined engineers. They carry out their work with rigor, eagerness, and enthusiasm," he concluded.



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AI and high-impact projects

Ricardo Swain, Dean of the Tec's School of Engineering and Sciences (EIC) in the Western Region, stressed that this connection will be **key to the development of students** and the **Tec's AI Hub**.

He pointed out that the interaction that'll take place with C3 AI will promote one of the hub's objectives: **to generate projects with high economic impact** and to put Mexico at the forefront of this technology in Latin America.

*"C3 AI is the type of visionary business that **will push forward Guadalajara's tech ecosystem**,"* said Enrique Cortés Rello, Director of the Tec's AI Hub.

"We expect our students and researchers to benefit from a fruitful and deep relationship with C3 AI," he added.

Swain described the Tec's EIC as promoting human ingenuity, being committed to contributing to it through **4 disciplinary initiatives**:

- *Tec Cyber*
- *Tec Nexus*
- *Tec Bio, and*
- *Tec Nano*

He explained that the collaboration beginning today with C3 AI **contributes to the Tec Cyber initiative**, to **generate innovative proposals and train talent capable** of solving technology needs of the future.



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Claudia Félix, Vice President of the Tec's Western Region, emphasized that Siebel's visit to Tec Guadalajara is proof that the campus is establishing **valuable interactions with leading global academics and businessmen**.

She added that this connection and exchange of ideas with Siebel is further proof that the Guadalajara campus is an **important provider of human talent** to companies such as C3 AI and in advanced technology and engineering matters.

"Some of our most important leaders are from the Tec, so our impression is that they're brilliant people who are very competent. They're highly disciplined engineers. They carry out their work with rigor, eagerness, and enthusiasm." - Tom Siebel.



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