



# **Leveraging AI for Good: Empowering Data Leaders to Create Lasting Positive Impact**

**Farid Sheikhi | Senior Manager, Analytics Innovation,  
RBCx**

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# Introduction

## 1. Innovative Technology Leader:

1. As a member of the Governing Body of CDAO Toronto, I bring over **10 years of hands-on experience** in technology leadership.
2. My passion lies in **transforming data into actionable strategies and insights** that drive business excellence.

## 2. Data-Driven Expertise:

1. I've led high-performing teams of data scientists, analysts, and engineers.
2. Collaborating closely with business stakeholders, I excel at **identifying opportunities** and **solving complex challenges**.

## 3. Registered Professional Engineer:

1. Holding the distinction of being a **Registered Professional Engineer**, I combine technical expertise with strategic vision.

## 4. Industry Experience:



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Farid Sheikhi, P.Eng

### Contact Info



Your Profile

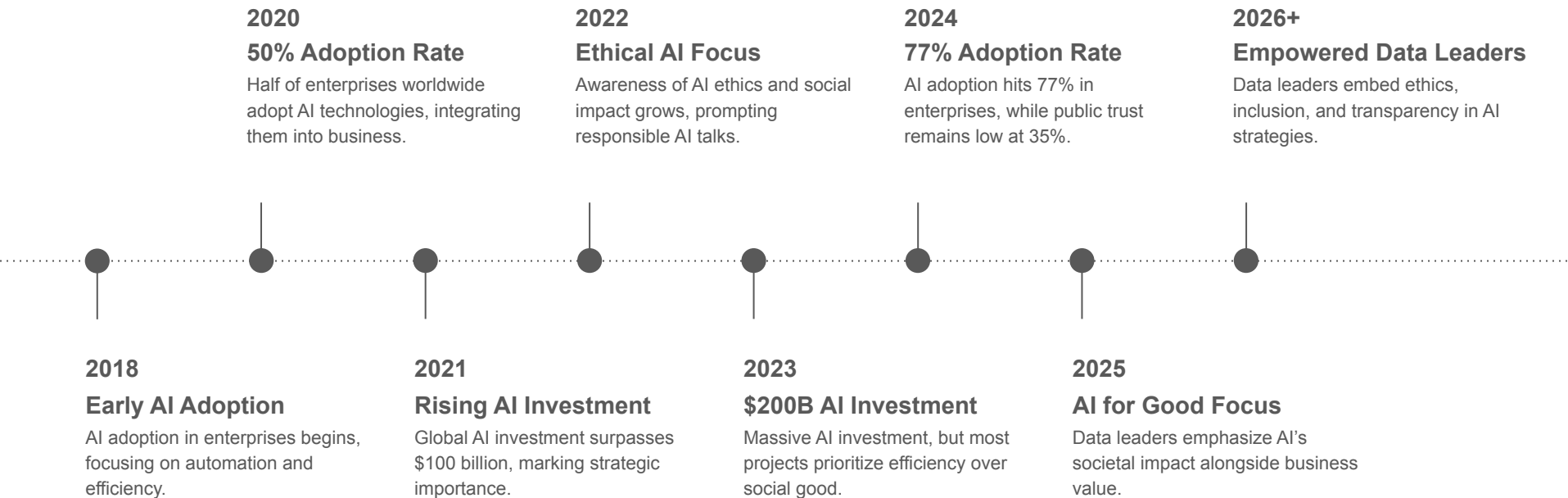
[linkedin.com/in/faridsheikhi](https://linkedin.com/in/faridsheikhi)



Email

[farid2084@gmail.com](mailto:farid2084@gmail.com)

## Leveraging AI for Good: Empowering Data Leaders to Create Lasting Positive Impact



## Opening Question

- “What if the most powerful technology of our time wasn’t just smart, but deeply human in its impact?”
- Global AI investment surpassed \$200 billion in 2023, predominantly focused on efficiency rather than ethical or social good.
- The World Health Organization projects AI could save 2.5 million lives annually by 2030 through advancements like early disease detection.



# Why AI for Good Matters

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"The potential for AI to perpetuate bias is real; a MIT study revealed facial recognition error rates as high as 35% for darker-skinned women compared to less than 1% for lighter-skinned men, underscoring the urgent need for ethical AI development."



Dr. Maya Thompson, AI Ethics Researcher

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"The AI for Good market, driven by social impact and ESG imperatives, could reach \$1.2 trillion by 2030, offering transformative solutions to climate change, education, healthcare, and disaster response globally."



Raj Patel, ESG Strategy Consultant

# Current AI Landscape



## Governance Gap

Only 28% of companies have fully implemented responsible AI frameworks, leaving most organizations exposed to unmanaged risks and compliance challenges.



## Shadow AI Risk

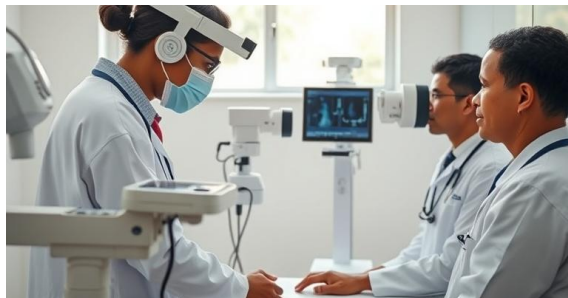
60% of employees admit to using unapproved AI tools at work, increasing security vulnerabilities and undermining IT controls.



## Ethics Oversight

While 72% of executives recognize the importance of ethical AI, only 25% actively monitor ethical practices, creating a significant oversight gap.

# Real-World Impact Examples



## Healthcare Innovation

Google's AI system detects diabetic retinopathy with 90% accuracy, enabling early treatment in rural clinics globally.



## Financial Inclusion

Kenya's M-Shwari uses AI-based credit scoring to provide over 31 million people access to loans, empowering underserved communities.



## Climate Action

IBM's Green Horizon AI predicts air pollution 72 hours ahead, enabling governments to implement targeted environmental interventions.

# Role of Data Leaders



## Influence on AI Budgets

Data leaders now guide 70% of AI budget decisions in enterprises, highlighting their strategic role in AI investments and prioritization.



## Ethical Risks and Impact

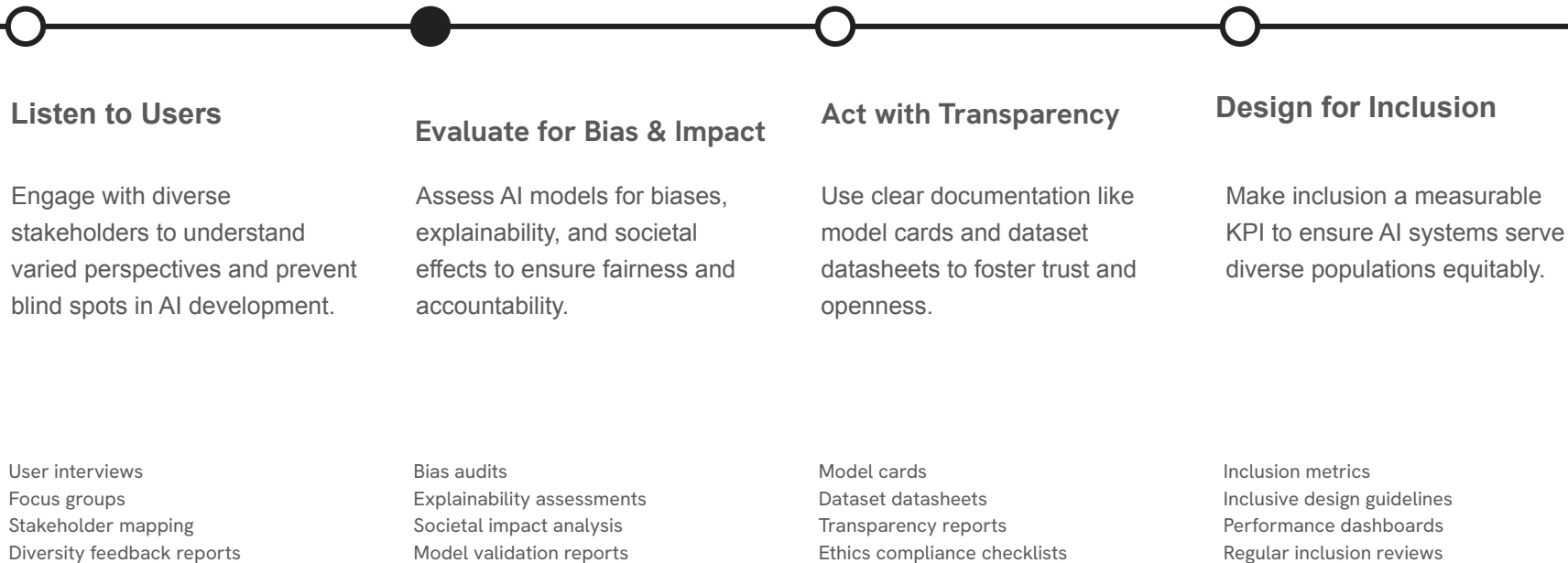
Ethical missteps in AI can cause share price drops of 3–5% within a week, underscoring the critical importance of ethical vigilance in AI projects.



## Essential Skills for Data Leaders

Modern data leaders must be fluent in AI ethics, change management, and governance to navigate complex AI landscapes effectively.

# The L.E.A.D. Framework



# Culture Over Code



## Governance Failures Rooted in Culture

- 84% of AI governance failures stem from leadership and cultural gaps, not technical flaws.
- Lack of ethical awareness among teams leads to unchecked biases in AI models.
- Poor communication and resistance to change undermine responsible AI adoption.
- Strong leadership commitment is critical for embedding ethical practices.



## Benefits of Ethics Training

- Organizations with AI ethics training report 50% fewer incidents of biased outcomes.
- Ethics education empowers teams to identify and mitigate risks proactively.
- Training fosters a culture of accountability and transparency in AI projects.
- Continuous learning helps sustain ethical standards as AI evolves.

# Scaling AI for Good



## Prioritize High-Impact Projects

Focus on AI projects that deliver both strong financial returns and meaningful social benefits to ensure sustainable impact and stakeholder buy-in.



## Cross-Functional AI Steering Committees

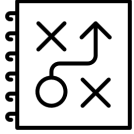
Establish diverse committees involving data scientists, ethicists, and business leaders to guide responsible AI development, as practiced by Microsoft, RBC, and Unilever.



## Measure Impact per Dollar Invested

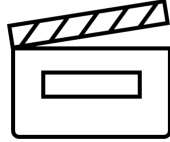
Track social and financial outcomes together, emphasizing metrics that reflect lasting positive change beyond efficiency gains.

# Financial Instituion Case Study



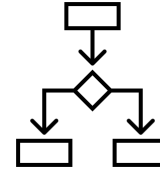
## Challenge

The funding algorithms risked underrepresenting minority-led startups, potentially limiting equitable access to capital for diverse entrepreneurs.



## Action

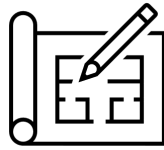
Implemented human review processes combined with comprehensive bias audits to identify and mitigate algorithmic biases in funding decisions.



## Outcome

Achieved a 22% increase in approval rates for underrepresented founders, maintaining model accuracy while promoting inclusivity and fairness.

# AI Leader of Tomorrow



## Technical Fluency

Possess strong knowledge of AI and machine learning principles, enabling informed decision-making and innovation in AI-driven projects.



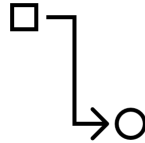
## Ethical Grounding

Commit to governance, fairness, and responsible AI practices to build trust and prevent harm from AI systems.



## Fearless Experimenter

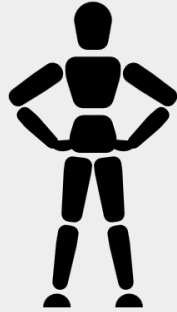
Embrace innovation with safety nets, allowing for controlled risk-taking to discover new AI applications and solutions.



## Impact-Obsessed

Measure success by both financial returns and positive societal outcomes, ensuring AI initiatives create lasting value.

## Call to Action



- Is our AI solving the right problem that truly matters to our stakeholders?
- Who could be unintentionally harmed or excluded by our AI model's decisions?
- How will we measure and ensure lasting positive impact beyond immediate gains?

**Technology  
becomes truly  
transformative  
when its purpose is  
aligned with  
humanity's  
progress.**

Integrating ethical considerations and human-centered values in AI development ensures that innovations drive positive, lasting impact for society as a whole.

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Any

Question

