

Joan Mulvihill is the Digitalisation and Sustainability Lead for Siemens, a professional artist, a board member of the Public Relations Institute of Ireland (PRII), the Industrial Research and Development Group (IRDG) and National Council member of the Contemporary Irish Art Society. An experienced technology evangelist who thinks and speaks at the intersection of human creativity and the digitalisation of everything, she sees a future that balances data driven and human led. We don't shape the future by having all the right answers but by asking the right questions. In this digital age, where AI readily provides myriad answers, the quality of purposeful questioning and the sound judgement in evaluating answers is critical.