

Andrew Bruce Smith, FCIPR, MPRCA, is a renowned expert in artificial intelligence and its applications in digital PR, social media, SEO, and analytics. With a remarkable career spanning 38 years, Andrew has strategically integrated AI into digital communications programmes for some of the world's largest brands. His expertise in AI and its integration with social media and analytics has earned him five Google Analytics Individual Qualifications and the status of an approved Google Partner in search advertising.

Pioneering the adoption of AI content tools such as Wordsmith in the early 2010s, Andrew has consistently stayed at the forefront of technological innovation. This, coupled with his leadership as the Chair of the CIPR's AI in PR panel, makes him a much sought after speaker and commentator on the impact of AI.

Currently, Andrew provides training and consultation in AI-integrated social media, analytics, SEO, and digital marketing for the CIPR, the Media Trust, the Incorporated Society of British Advertisers (ISBA), Understanding ModernGov, and the SMi Group.