



How to make AI Useful to Everyone

Insights from NIQ and Industry Experts



Meet the Panel



Katie Linendoll

Consumer Tech Expert and
Emmy Award-winning TV host



Jason Boyd

Consumer Behavior &
Insights Lead
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Global Retail &
Channel Marketing Director
Intel Corp.



Susan Paley

Partner, Conduit Venture Labs,
Strategic Advisor and
Former CEO, Beats by Dr. Dre





51%

of consumers are aware of AI but have never used it.

MOST IMPORTANT AI TASK

“Finding the products I need while shopping.”

AI ADOPTION IS LED BY...

Gen Z and Knowledge Workers

GEN Z CONSUMERS WANT TO USE AI FOR...

Book, music, movie and TV show recommendations, meal planning

Thank You For Joining Us
How to make AI Useful for
Everyone with Katie Linendoll,
Jason Boyd, Ian Freitas and
Susan Paley

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