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**PEKING UNIVERSITY**  
ALUMNI ASSOCIATION  
NEW ENGLAND

## Thriving in the AI-Driven Economy

**Jason P. Gates**

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**Download Slides: [reclaimyourrole.com/blog](https://reclaimyourrole.com/blog)**

**RECLAIM  
YOUR ROLE** 

# Who Is Jason?

- Husband, Dad, Consultant, Wood Worker, Kayaker, Author, Educator
- Phase I: The Wild West of the Internet
- Phase II: The Agency Years
- Phase III: Consulting Years
- Phase IV: Superhuman Year(s)



# Let's Get to Know Each Other!

- How many soon to be or actual working professionals in the audience?
- How many have used a computer?
- How many of you have built a computer from scratch and know exactly how they work?

# Journey

- 1997 – 2022 – Naive Business Professional
- Nov. 2022 – Chat GPT Released (wow)
- Panic until Jan of 2023
- Adjust, Explore & Grow
- Superhuman Phase (Now)

# Journey: Naive Business Professional

- Full Circle
- Can you Spell HTML? – Congrats!
- Young & Hungry – Level playing field of knowledge
- More Seasoned Professional? – Leverage experience & be deliberate



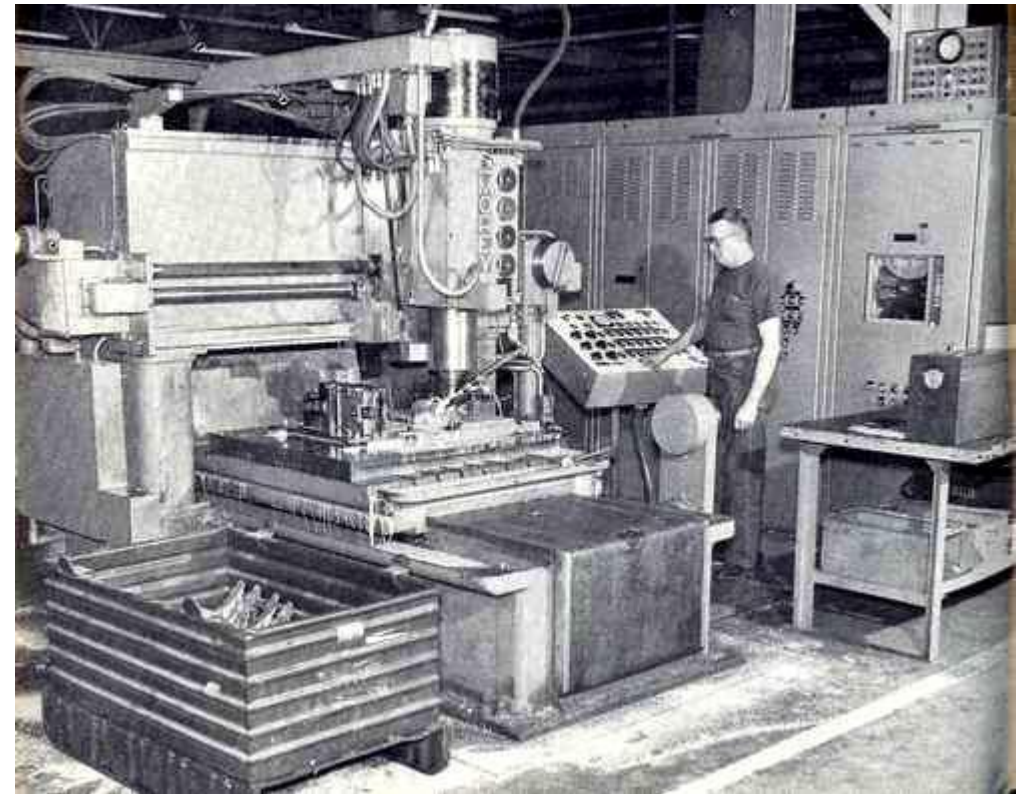
# Journey: Chat GPT Released (wow)

- Sitting in my office, just got access and wow
- Write me a blog, do some research, gather info
- More wow



# Journey: Panic

- Panic/Fear is a natural response
- I felt my industry would be wiped out – Still might! Just not as fast
- CNC Machines = AI vs Cognitive Thought



# Journey: ~~Panic..~~ What are the Risks

- Will this impact me?
- What is this like?
- How fast will this go?
- What will the future look like in 10-15 years?



**ChatGPT**



# Journey: Adjust, Explore & Grow

- Joined Networking Groups
- Wrote a Book
- Expanded past skills

Need to answer...

What do I want to be when I grow up?

***Action is Required***



# Now What : Superhuman (New Personal Capabilities)

- Consuming 10X information
- Coding
- Content creator on social media
- Writing a second book
- Tasks take me less time



**You need to be superhuman too!**



# What Can You Do?

- Pillars of AI Implementation
- What Professionals Can Do (New and Experienced)
- Developing a Personal Roadmap



# AI Pillars

- Training & Experimentation – Everyone needs this skill
- Thought Partnership – Expand beyond “Can you write me a blog”
- Agents - AI for process driven tasks

# AI Pillars – Training & Experimentation

- This isn't something you will delegate to your "AI" person
- Everyone have at least some base knowledge (Just like a computer)
- Every day you should be using some form of AI
- Every day you should be making yourself smarter, faster, and more capable (because everyone else is/will be)

# AI Pillars – Thought Partnership

- You are the thought leader, let AI be your partner
- Using AI to Create (Responsibly)
  - Interview You
  - Extract Uniqueness
  - Create and Format Content
  - Use as a tool, not a solution
- AI As a thought partner – It can:
  - Leverage you as a subject matter expert
  - Devils advocate
  - Virtual board of directors
  - Bullet Proof Content for any C-Suite decision making
  - Communications Tool
  - Problem Solving Tool

# AI Pillars - Agents

- Code brings you through steps
- AI provides a basic level decision making power
- AI adds another set of functions existing code can do... Example, take a simple tool that summarizes content:
  - Code: Go to a URL & Pull HTML.
  - Code: Remove HTML & extract the words
  - AI: Summarize text to 4 bullet points
  - Code: Insert to database
  - Code: Display on a page

## Result:

Mass content consumption in a fraction of time

[Matt Mullenweg Hires New Lawyer In Fight Against WP Engine via @sejournal, @martinibuster](#)  
by: searchenginejournal.com

- Automatic and Matt Mullenweg have hired Rosemarie Theresa Ring, an attorney from Gibson, Dunn & Crutcher LLP, a top law firm in the United States, to represent them in the WP Engine federal lawsuit.
- Gibson, Dunn & Crutcher LLP has a long history of representing high-profile clients, including George W. Bush, Apple, Inc., and Meta and Facebook, in various legal matters.
- Quinn Emanuel Urquhart & Sullivan, LLP, the previous legal representation of Automatic and Matt Mullenweg, is a prestigious international law firm specializing in litigation, particularly in intellectual property, patent, trademark, and copyright law.
- It is unclear whether the previous legal representation, Quinn Emanuel Urquhart & Sullivan, LLP, is still representing Automatic and Matt Mullenweg as part of their legal team in the WP Engine lawsuit. Automatic and Matt Mullenweg have hired Rosemarie Theresa Ring, an attorney from Gibson, Dunn & Crutcher LLP, a top law firm in the United States, to represent them in the WP Engine federal lawsuit.

[Meta Threads Takes the Next Step By Launching Ads via @sejournal, @brookeosmundson](#)  
by: searchenginejournal.com

- Meta is initially testing image ads on Threads with select brands in the United States and Japan, aiming to gauge user response and decide whether to expand the program based on the data collected.
- Users will have control over the ads they see on Threads, allowing them to skip, hide, or report ads they deem inappropriate, and Meta is also testing an AI-powered inventory filter to give advertisers more control over ad placement.
- Advertisers can easily extend their existing Meta campaigns to Threads by checking a box in Meta Ads Manager, although this does not guarantee immediate ad placement due to the limited nature of the test.
- To take advantage of this opportunity, advertisers should start small, monitor their performance, and pay attention to how users interact with ads on the platform, keeping an eye on updates from Meta as they expand the test. Meta is initially testing image ads on Threads with select brands in the United States and Japan, aiming to gauge user response and decide whether to expand the program based on the data collected.

[Daily Search Forum Recap: January 24, 2025](#)  
by: seroundtable.com

- Google has added 11 new pages to its search quality raters guidelines, focusing on spam and providing additional details, with the last update being for the March 2024 spam update changes over ten months ago.
- Google Ads has introduced new Performance Max features, aiming to provide advertisers with more control, transparency, and actionable insights within Performance Max campaigns, including updates around campaign control, enhanced Search reporting and guidance, and asset group improvements.
- Google's John Mueller stated that spammers encourage users to waste time disavowing links, as Google has said there is little reason to disavow links unless you have a manual action or know you did some bad linking.
- Bing is testing a new local pack design with blue backgrounds, featuring different numbered variations, which may change the way local search results are displayed on the platform. Google has added 11 new pages to its search quality raters guidelines, focusing on spam and providing additional details, with the last update being for the March 2024 spam update changes over ten months ago.

[Google Ads To Drop Certification For Some Advertisers & Reorganizes Verification Docs](#)  
by: seroundtable.com

- The Google Ads Advertiser Verification documentation has been updated and reorganized for improved clarity and readability, effective November 2024.
- Starting February 5, 2025, Google will no longer require certification for advertisers running ads for vignettes/e-vignettes across Europe.
- Advertisers promoting "Business identifiers" exclusively targeting France as a region will still need to apply to be excluded from policy to avoid improper ad disapprovals.

# Now What : New Professionals

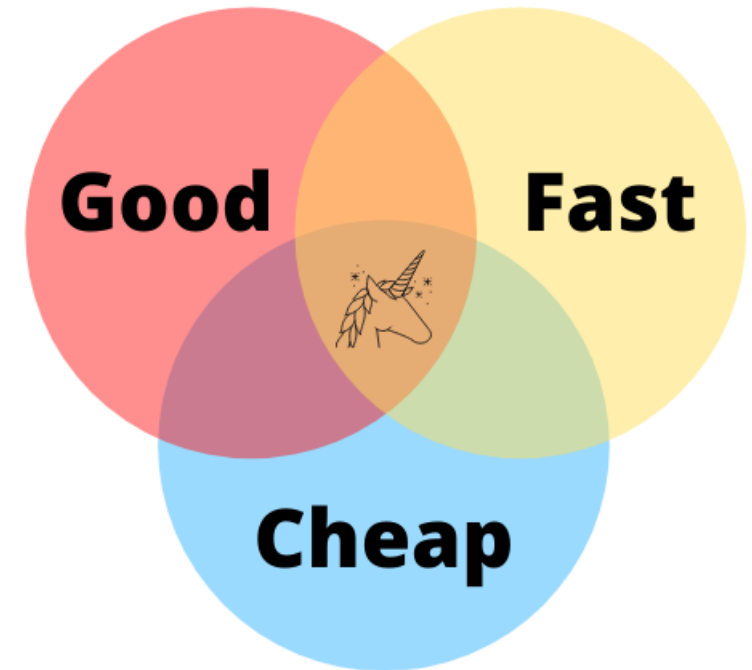
- Generative AI is the greatest commoditization of information since the printing press.
  - Data - Facts
  - Information – Data + Meaning
  - Knowledge – Understand the impact from using
  - Wisdom – Make good decisions & adapt
- Know how your craft is connected
  - (business → **marketing** → sales/customer service)
- Never Stop Learning





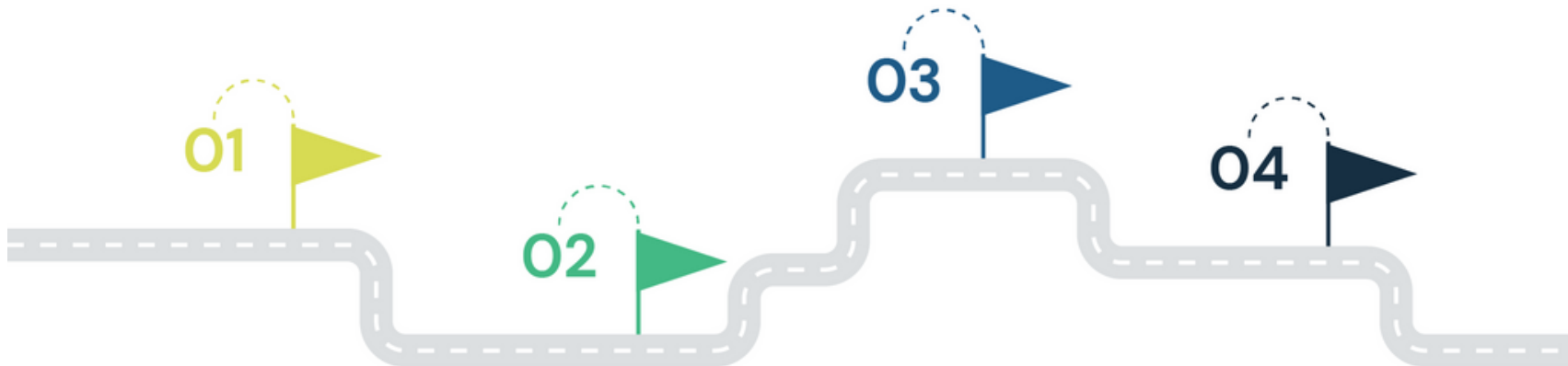
# Now What: Seasoned Professionals

- Cheap, Fast, Good – Become all 3
- Increasing throughput without increasing stress
  - Grouping like tasks
  - Increase organization skills
  - Find ways to automate
- Results driven vs Task driven



# Now What: Your Personal Roadmap

1. How can AI break your role/industry?
2. What does success look like VS those AI risks?
3. Make a Plan: Break it down into bite sized chunks
4. Acquire the skills, training, knowledge, and practice to succeed.



# Amazing Schedule Planned!

Time	Topic	Speaker
8:30 AM - 9:15 AM	Registration & Networking	
9:15 AM - 9:30 AM	Welcome & Opening Remarks	<ul style="list-style-type: none"> <li>• John Zhuang (President, NECINA)</li> <li>• Ran Xu (President, PKUAANE)</li> </ul>
9:30 AM - 9:55 AM	Keynote Presentation: "Thriving in the AI-Driven Economy"	<ul style="list-style-type: none"> <li>• Jason Gates (Founder, Reclaim Your Role)</li> </ul>
10:00 AM - 10:25 AM	"Understanding H1-B Visa Rules and Strategies for Success"	<ul style="list-style-type: none"> <li>• Yaran Pan (Immigration Attorney, Member of American Immigration Lawyers Association)</li> </ul>
10:25 AM - 11:00 AM	Coffee Break	
11:00 AM - 11:45 AM	Panel 1: "Technology Careers in an AI-Powered World"	<ul style="list-style-type: none"> <li>• Jason Gates (Founder/Entrepreneur, Reclaim Your Role)</li> <li>• Patricio Feder (CEO, Skythorn Defense Systems)</li> <li>• Steven Huang (Sr. Technology Product Manager, Google)</li> <li>• Paul Weisman (President, SMART Conversations)</li> <li>• Toby Xing (Talent Partner/Executive Search, AI/ML, Meta/Facebook)</li> <li>• Ben Tao (Moderator)</li> </ul>
11:45 AM - 12:30 PM	Panel 2: "AI Transforming Life Sciences and Biotech"	<ul style="list-style-type: none"> <li>• Dr. Tenghui (Devin) Chen (Director, Eli Lilly)</li> <li>• Dr. Gary Ge (VP, Vor Bio)</li> <li>• Zhiyong Yang (Scientific Director, Novo Nordisk)</li> <li>• Mei Zhang (VP of engineering, Metiva)</li> <li>• Yujing Lu (Moderator)</li> </ul>
12:30 PM - 1:30 PM	Networking Lunch	<ul style="list-style-type: none"> <li>• Opportunity to connect with peers, mentors, and panelists.</li> <li>• Sponsored booths open for networking and resume collection.</li> </ul>
1:30 PM - 1:45 PM	NECINA Mentorship Program Launch	<ul style="list-style-type: none"> <li>• Ru Zheng (Chair of Mentor Network, NECINA)</li> </ul>
1:45 PM - 2:30 PM	Fireside Chat: "Navigating Career Transitions and Learning Opportunities and Challenges with the Rising of AI"	<ul style="list-style-type: none"> <li>• David J. Hosmer (Executive Coach, Cascading Coaching)</li> </ul>
2:30 PM - 3:15 PM	Breakout Session: Insights on different career tracks	<ul style="list-style-type: none"> <li>• Richard Wang (Founder, Vertias Education, Branchout)</li> <li>• Jennifer Yang (VP, Morgan Stanley)</li> <li>• Adela Wang (VP of Tax, Brookfield Renewable)</li> <li>• Rui Zhang (Head of Health Valuation, Transamerica)</li> <li>• Guorong Zhu (Acting Chair, Salem State University)</li> <li>• Yuyu Li (Head of HR &amp; Operations, MediLink Therapeutics)</li> </ul>
3:15 PM - 3:45 PM	Coffee Break & Networking	
3:45 PM - 4:30 PM	Mock Interviews & Resume Reviews, Open Networking & Sponsored Booths	Experienced Hiring Managers
4:30 PM	Event Closing & Thank You	<ul style="list-style-type: none"> <li>• Bing He (VP, NECINA)</li> </ul>

## Speakers & Panelists



**Jason Gates**  
*Founder/Entrepreneur*  
**Reclaim Your Role**



**Yaran Pan**  
*Attorney*  
**Law Office of Yaran Pan**



**Tenghui (Devin) Chen**  
*Director, Data Science,*  
*NGTx*  
**Eli Lilly**



**Gary Ge**  
*VP, Head of Quantitative*  
*Biology*  
**Vor Bio**



**Steven Huang**  
*Sr. Technology Product*  
*Manager at Google*  
*Founder*  
**CareerEngineUS**



**Zhiyong Yang**  
*Scientific Director*  
*External Innovation and*  
*Drug Discovery*  
**Novo Nordisk**



**David J. Hosmer, Ed. M.**  
*Executive Coach*  
**Cascading Coaching**



**Rui Zhang**  
*Head of Health Valuation*  
**Transamerica**



**Richard Wang**  
*Founder*  
**Veritas Education,**  
**Branchout**



**Adela Wang**  
*VP of Tax*  
**Brookfield Renewable**



**Patricio Feder**  
*CEO*  
**Skythorn Defense**  
**Systems**



**Yuyu Yi**  
*Head of HR & Operations*  
**MediLink Therapeutics**  
**USA Inc**



**Mei Zhang**  
*VP of Engineering*  
**Amsino International**



**Guorong Zhu**  
*Acting Chair*  
*Management Department*  
**Salem State University**



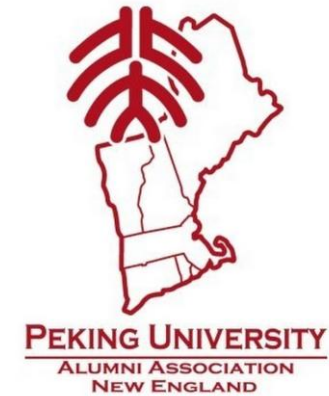
**Paul Weisman**  
*President of SMART*  
**Conversations**  
*Rep of Employable.AI*



**Toby Xing**  
*Executive Search, AI/ML*  
**Meta**



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**Thank You &  
Enjoy the Event**

**Jason P. Gates**

**[jgates@ReclaimYourRole.com](mailto:jgates@ReclaimYourRole.com)**

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**RECLAIM  
YOUR ROLE** 