

ANDY BOETTCHER

CHIEF INNOVATION OFFICER

Andy brings 25+ years' experience in data, AI, and technology from stops at Thomson Reuters, Insight Works, and Demand Chain before joining DoubleTrack.

When away from work, Andy's a husband, father, and offroads in his Jeep - which he captures on Youtube.



Suggested Topics

- What companies keep getting wrong about data & AI, leading to failed initiatives
- Why dirty data costs US companies \$600B+ annually - and what steps to take to stop being a statistic
- The differences between data architecture, strategy, and governance
- Founding his own company - lessons learned and what he'd do differently
- AI lies people keep buying into (and why)

SUGGESTED QUESTIONS:

What is the no. 1 mistake companies are making with AI today?

Who typically leads data & AI initiatives ... and who should?

Why do companies keep skipping steps around data architecture?

What fears do you have about AI usage today and in the next five years

As Quoted In TechRadar, RT Insights, and The Shreveport Times

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"Stop Buying Into These AI Myths"