ETHORITY
AI BUSINESS OPERATING SYSTEM



SPEAKER PROFILE

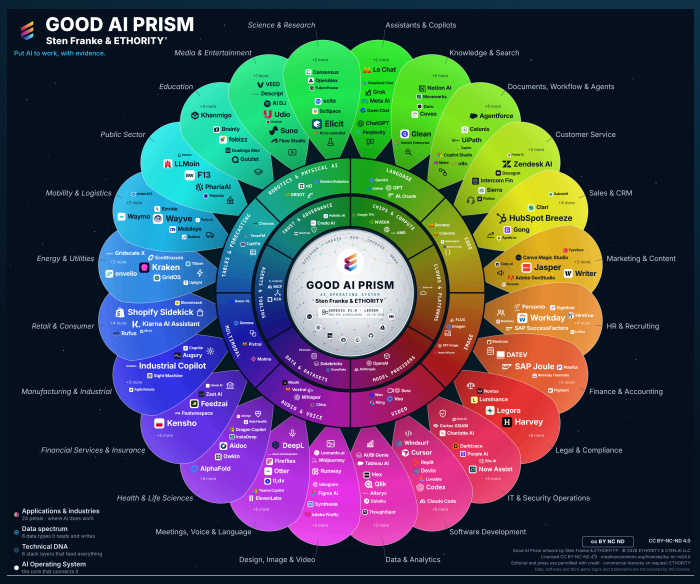
Sten Franke

Founder, Principal Architect & Lead Creator

Put AI to work: from market intelligence to accountable execution

Sten Franke brings a builder's perspective to the decisions leaders face with AI. A digital pioneer and entrepreneur since 1997, he created the Social Media Prisma and now leads the vision, architecture, products and research methods behind ETHORITY's Good AI Prism and AI Business Operating System. His experience connects industrial robotics, enterprise market intelligence and work for national and international brands and public institutions. His wider work includes advising the Dr. Rurainski Foundation and developing EpiTrace.AI, extending his focus to biomedical innovation and cancer research.

Using the Good AI Prism as the visual centre of his talks, he helps audiences understand the AI ecosystem, choose useful applications and connect investment with evidence, people and accountable execution.



Prism artwork v3.11 · selection 17 October 2026; study cutoff 20 October 2026. Study v1.10 · EN

SELECTED PUBLIC RECORD

- NEXT Conference organiser profile
- Listed speaker, Chance Web 2.0 (2006)
- Former BVDW Social Media working-group lead; co-author, Social Media Kompass (2009)

Audience outcomes

- Read the AI market by business need, data and technology.
- Ask better questions about value, data use, integration and human oversight.
- Define a practical first step and measure accepted outcomes.

Talk options

- Put AI to work: the decisions that will shape 2027
- Saved hours are not AI value
- From the AI market map to an operating business system

Keynote · Executive briefing · Panel · Workshop
German and English

Request a conversation
sten@ethority.ai · Study v1.10 · EN

Put AI to work, with evidence.

© 2026 ETHORITY & STEN.AI LLC

Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC, by Sten Franke & ETHORITY®. CC BY-NC-ND 4.0; unchanged editorial/press use with credit also permitted. Data, software and third-party marks are outside this artwork licence. CC licence ↗