ETHORITY
AI BUSINESS OPERATING SYSTEM



SPEAKER PROFILE

Sten Franke

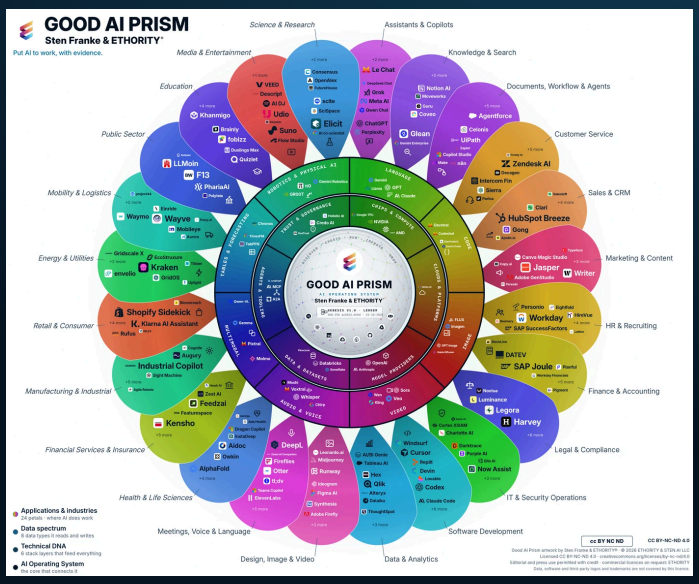
Founder & CEO · Chief AI Architect, ETHORITY

AI architecture. From models to working systems.

Programming · LLM evaluation · Google Cloud / AWS · UX · Next.js · React

Sten Franke connects AI architecture with business decisions. Drawing on entrepreneurial experience and hands-on development, he explains how to choose models, evaluate their performance and build systems people can use.

Sten Franke is a speaker, entrepreneur and the Founder & CEO and Chief AI Architect of ETHORITY. Creator of the Social Media Prisma and the Good AI Prism, he makes complex technology markets understandable. His talks connect AI with the decisions businesses face: where to invest, what to build and how to put it to work responsibly.



Good AI Prism artwork v3.12 · Global market study v2.6 · EN

SPEAKING AND PROFESSIONAL EXPERIENCE

Speaking
BITKOM conferences · NEXT Conference · Online-marketing conferences

Further speaking and hosting
INTERNET WORLD · ETHORITY / Podlounge

Professional company references
BMW Financial Services · Deutsche Telekom · T-Mobile · Disney · Lufthansa · Kraft Foods

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

- From models to working systems — architecture, evaluation and implementation.
- Choosing AI that fits your business — market orientation, evidence and investment decisions.
- Building an AI-first company — connecting people, workflows, software and accountability.

Keynote · Executive briefing · Panel · Workshop
German and English

Enquire about a talk
sten@ethority.ai

Put AI to work, with evidence.

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