

NOHOLD Interviews

# SUSET VEGA

Director, Global HR PMO & People Analytics at Herbalife



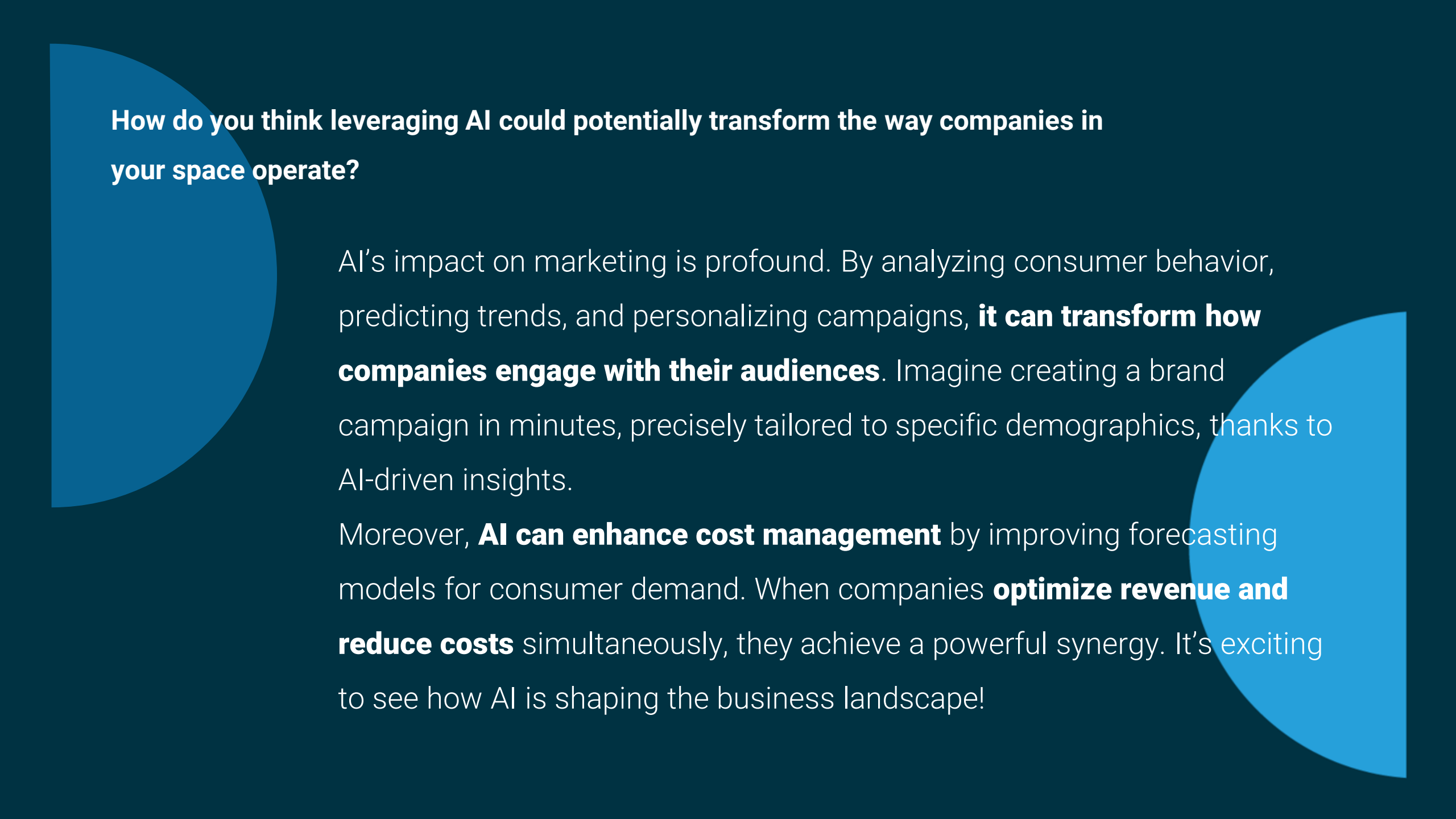
**You have experience with both consumer support as well as internal customer experiences (Human Resources/People Technology). What are some of the ways you see AI helping in both of these areas?**

We are now seeing how AI impacts our daily lives as consumers and as members of a workforce. AI can assist in redrafting messages, improving graphics, and even creating visual content from simple cues. This **streamlines communication and enhances creativity**. Today we can already use AI-powered tools that suggest better phrasing for emails or social media posts, making our communication more effective. It's amazing to see the possibilities that AI is bringing to the workforce and increasing productivity.

## What role does AI play in IT and how do you see that evolving in the future?

The internet democratized information access, connecting people globally. Now, AI has the potential to transform how we process and utilize that information. With AI, we can reimagine what's achievable within limited timeframes and across various fields. While **AI enhances productivity, it doesn't replace human creativity** and critical thinking. Future generations must learn to leverage AI responsibly while maintaining their ability to set parameters and think critically.

For instance, AI's ability to process vast amounts of data quickly enables lightning-fast responses. Scientists and researchers can benefit from this speed when analyzing complex problems or running simulations. However, it's essential to **ensure that AI-generated answers are accurate and reliable**. Balancing speed with precision is crucial.



## How do you think leveraging AI could potentially transform the way companies in your space operate?

AI's impact on marketing is profound. By analyzing consumer behavior, predicting trends, and personalizing campaigns, **it can transform how companies engage with their audiences**. Imagine creating a brand campaign in minutes, precisely tailored to specific demographics, thanks to AI-driven insights.

Moreover, **AI can enhance cost management** by improving forecasting models for consumer demand. When companies **optimize revenue and reduce costs** simultaneously, they achieve a powerful synergy. It's exciting to see how AI is shaping the business landscape!

**As an IT professional, what steps do you believe a company should take in order to prepare for the integration of AI?**

Technology companies need to safeguard assets **that drive their innovation and competitiveness**, especially since Cyberattacks are constantly trying to infiltrate corporate companies. Although AI will help us improve our future, **we must think how to protect against bad actors** that will try to exploit company's most valuable data and assets using AI.



## SUSET VEGA CAREER SUMMARY

Suset, a tenured technology leader, has held various roles in program and project management. She has helped companies implement cutting-edge technologies to enhance productivity and improve the bottom line. Suset holds a Master of Business Administration from the University of Southern California and a Bachelor of Arts from the University of California, Berkeley.