How to use AI in a responsible matter: mastering risk, maximizing impact.

In a world increasingly driven by artificial intelligence (AI), the strategic integration of Responsible AI (RAI) is no longer optional—it is a competitive necessity.

This session provides a practical framework for moving beyond compliance, linking robust AI Governance directly to ESG principles and measurable business value. We will explore how organizations can deploy AI wisely, ensuring initiatives add true value rather than being driven by the fear of missing out (FOMO).

The presentation will analyze the critical trade-offs that must be made between maximizing innovation opportunities and mitigating complex risks to the organization and its individuals. Finally, we will detail the essential implementation of responsible AI from design to execution, clarifying what a solid AI Audit entails, and spotlighting the professionalization of the field through ISACA certifications and the role of the International Association of AI Auditors (IAAA).

Participants will gain a thorough understanding of the strategic, ethical, and organizational components required to build a sustainable RAI program. This knowledge will equip them with the skills to audit AI systems effectively, drive governance structures that maximize positive impact, and lead their organizations in developing trustworthy, value-driven AI ecosystems that are resilient in the short and long run.

Esther van Egerschot

Adjunct Professor AI Governance and Audit
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Esther van Egerschot is a distinguished global leader known for navigating the intersection of technology transformation, public policy, and ethical AI.

Esther began her career at KPMG after completing her master's degree at Leiden University Law School. She brings a wealth of executive experience, having held roles as a former executive and director at multinationals like Danone/Nutricia and WPP. She possesses unique insight into the regulatory landscape, leveraging her background as a former Member of Parliament and a country representative at the Inter-Parliamentary Union.

Esther continues to shape the future of AI through academia and governance, currently serving as an Adjunct Professor on AI Governance and contributing to global standards as a UNESCO AI Expert. She is a key figure in the International Association of AI Auditors, serving as a workgroup lead and member of the management team of the IAAA, and holds the respected AIGP certification from IAPP.

Esther advises executive and non-executive boards on their critical roles regarding AI governance, audit, compliance, and ethical frameworks. Her expertise has earned her recognition as one of the 100 Brilliant Women in AI Ethics™ 2025. Look for her forthcoming book on *AI board room agency: supervising in an AI era*, specifically tailored for supervisory board members, due out at the end of this year.