



## Michael Gentry Featured in Milwaukee Business Journal's Table of Experts on AI

The *Milwaukee Business Journal* recently convened a panel of local artificial intelligence (AI) thought leaders, including Reinhart Shareholder Michael Gentry on "[Getting Smart about AI: Table of Experts](#)." The panel discussed what companies should know about AI, including its risks, opportunities and effective strategies for business implementation. The panel concluded with an active Q&A session with the audience.

As a part of the event, Gentry highlighted several key points as a part of the panel discussion. He mentioned that clients are often uncertain about the types of AI they are using but express concern about the potential impact of large-language models such as ChatGPT on their businesses: "Don't keep your head in the sand when it comes to AI. Your employees have likely already used generative AI or considered how things like ChatGPT could impact their jobs. They are already thinking about it, so do something. Get out there with a policy and a plan."

In terms of what is most beneficial to companies while keeping risk in mind as well as legal in mind when implementing AI, Gentry noted: "Build plenty of redundancy, regular feedback and assessment into your plan... you also need to have people at the table who understand the contracts that you have with vendors and customers to ensure data protection. Doing that will align you with the regulations and [emerging] legislation."

Gentry is a shareholder in Reinhart's Labor and Employment Practice, Artificial Intelligence and Data Privacy and Cybersecurity Groups. He blends a legal background with a Certified Information Privacy Professional (CIPP/US) certification, providing a unique perspective on legal matters surrounding labor and employment, AI, and data privacy and cybersecurity.

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