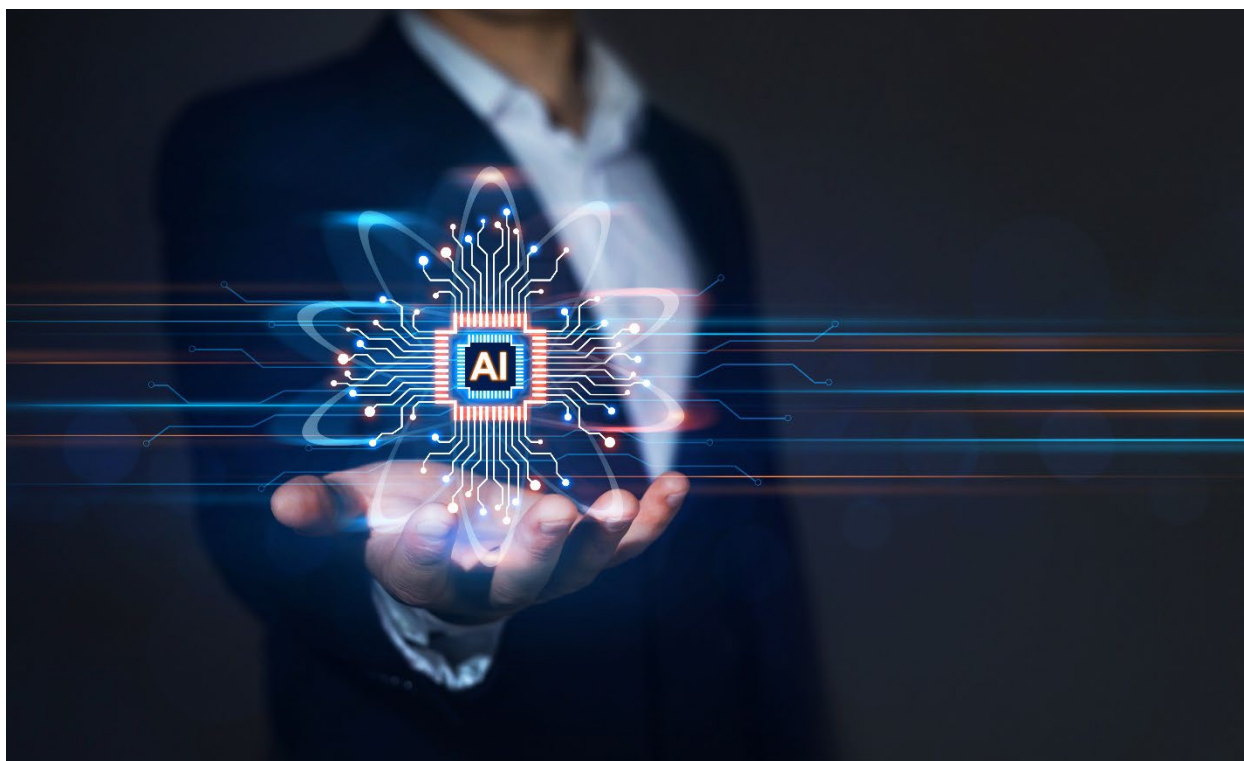




The Role of AI Operations (AI Ops): Charting a Path for the AI Revolution in Associations

by Andy Steggles andy@insightguide.com

Throughout my career in the association industry, including a decade as a Chief Information Officer and years building innovative B2B software for associations, I've observed that the only constant in technology is ongoing change. Today, we stand on the threshold of another massive change, the advent of Artificial Intelligence (AI). Unlike previous technological advancements, AI is not simply a tool—it's a paradigm shift redefining our strategies, operations, and service delivery mechanisms. The spearhead of this transformation is an emerging but pivotal role – AI Operations (AI Ops).

A Guiding Force

The AI Ops position will quickly evolve as a critical player in the AI transition within our association. It could range from guiding departments on the right AI tools to identifying and harnessing internal data sources that fine-tune custom AI models. The position might be a manager, director, or VP; regardless, it requires the ability to decipher the potential of AI within our association and identify how to implement it efficiently. In a world where AI is evolving at an unprecedented pace, dedicating a single role to stay on top of advancements is not only sensible but also necessary.

Driving AI Implementation and Adoption

The role of AI Ops isn't solely about technology and implementation. It's also about people and culture. With AI being a relatively new concept for many associations, it's common for staff to hesitate or even resist this change. The AI Ops Specialist must alleviate these fears and foster an environment that embraces AI.

Fostering Collaboration and Demonstrating Value

Cross-departmental collaboration is one of the most effective ways to encourage AI adoption. The AI Ops specialist is crucial to forming teams that will learn and grow together. By highlighting the successes and achievements of this team, AI Ops can demonstrate the tangible benefits of AI, making it less of an abstract concept and more of a valuable tool that enhances the association's daily operations.

Revolutionizing Member Engagement

One of the key areas where AI Ops can add immense value is member engagement. By leveraging the power of AI, we can gain a deeper understanding of our members, predict their needs, and deliver personalized experiences at scale. This isn't a futuristic concept—it's the power of AI today, made possible by this new AI-focused position.

Stepping Into the Future

The dawn of AI in associations is an exciting development, and we should approach it with anticipation, not fear. As we navigate this new landscape, an AI Ops specialist will guide us with their expertise and vision. AI isn't about replacing humans; it's about enhancing our capabilities and delivering more value to our members.

As we look toward the future, remember that AI isn't just a tool—it's a new way of thinking and operating. With the right person in the role of AI Ops, we can keep up with the rapid pace of AI and leverage it to drive growth and success.