



# SCHOOL OF BUSINESS RESEARCH SEMINAR SERIES

RESEARCH WITH IMPACT

## AI-Powered Transformation

**DATE:** Thursday 28 August 2025

**TIME:** 10:00am – 11:00am

**MEETING DETAILS:** Learning Studio 65 Level 7, 1PSQ  
& Zoom Online (Meeting ID: 842 3002 7484,  
Password: 872691)

**RSVP:** COB, Monday 25 August 2025

**CONTACT:** [business.research@westernsydney.edu.au](mailto:business.research@westernsydney.edu.au)

**PRESENTER:**

**Dr. Hedy Ho**

Senior Executive  
at Microsoft based  
in Hong Kong



**ABSTRACT:**

The talk, led by Dr. Hedy Ho, a business strategist and motivational speaker with extensive experience in sales, marketing, and operations at Microsoft, explores the profound impact of digital transformation and AI on various industries. It highlights the significant opportunities AI presents for businesses, emphasizing its role in driving innovation, increasing efficiency, and generating substantial economic benefits. The presentation also delves into real-world examples and case studies, showcasing how AI is reshaping business processes, enhancing customer engagement, and fostering a culture of continuous improvement and growth.

**BIOGRAPHY:**

Dr. Hedy Ho is a senior executive at Microsoft, with over 20 years experience in the planning and implementation of marketing initiatives in Asia, China and the United States. She is currently based in Hong Kong, but working in a global role as Director, WW Go-to-Market. She has previously worked for Microsoft in a range of roles including Taiwan, China, and the US. Before Microsoft, she worked for IBM in the US and China. She has a DBA from Macquarie University, and an MBA from the University of Hull.