

Why you can't buy your AI strategy in a box

Presentation and discussion



Speaker

Grace Schroeder, CEO of Slingr

Summary

30 minutes | Ideal for executive, innovation, and digital transformation tracks

Grace Schroeder
CEO, Slingr

In 2022, enterprise software procurement followed a predictable rhythm: find a problem, buy a solution, check the box. Then AI showed up—unruly, evolving, and impossible to tame with traditional playbooks. In this eye-opening, energizing session, Grace Schroeder, CEO of AI solutions company Slingr, dismantles the illusion that AI strategy can be bought off the shelf. She'll walk audiences through why AI is not a product, but a capability—one that can't be installed, only built.

Grace challenges executives, CIOs, and digital leaders to shift from a "vendor-first" mindset to a "team-first" model, where orchestration, adaptability, and strategic integration become the real differentiators. Drawing on sharp industry insights, compelling metaphors (think orchestras vs. soloists, farmers' markets vs. department stores), and real-world examples, she'll explore:

- Why buying a single AI tool is like bringing a violin to a symphony—and expecting Mozart
- How the AI landscape is unbundled by nature, and what that means for your tech stack
- The trap of "feature-focused" procurement in a world where AI capabilities evolve weekly
- How adaptive platforms and expert teams are overtaking traditional solution-first approaches
- Why your next AI decision should center on who can help you evolve, not what you buy today

Key takeaways

- Stop shopping. Start orchestrating. An AI strategy isn't something you install—it's something you conduct.
- Adaptability over features. Flexibility is now your most important procurement criterion.
- Expert teams > silver bullets. The future belongs to companies that invest in people who can navigate constant change.

Ideal audience

Enterprise decision-makers, CIOs, Heads of Innovation, Procurement Leads, Digital Transformation Officers, and strategy-driven leaders who want clarity—and honesty—about AI's real demands. Grace Schroeder brings two decades of experience helping organizations build software ecosystems that evolve with them. As the founder and CEO of Slingr, she has been at the forefront of low-code + AI convergence, helping enterprises move beyond one-off solutions to long-term capability-building.

This is the talk your leadership team needs before they sign the next AI contract.