Building your Transformation Journey with *Confidence*

Creating value in a fast-pacing world

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SPEAKERS



SAMANTHA MATSA

EY Greece Partner, AI & Analytics Centre of Excellence

Samantha is a Partner at Technology Consulting of EY Greece, specializing in innovative solutions and leading teams of AI experts, data analytics and engineers. Her expertise the last 8 years focuses on People AI & Analytics1; empowering the Employee Lifecycle with AI, GenAI & Analytics solutions to bring value to organizations and strengthen the workforce. She is instrumental in building strong relationships with alliance partners and has created an AI Adoption CoE, focusing on effective use and monitoring of new technologies. Samantha has a Masters Degree in Computing Science from Imperial College London and a Bachelors degree in Management Science and Technology from Athens University of Economics and Business. Prior to EY, Samantha was employed in London as a Management Consultant in the world's largest global provider of financial technology solutions.

Skills

- AI, GenAI, ML, Data Analytics, Visualization
- Low Code Platforms, Robotic Process Automation
- Workflow Reimagination and Value Realization
- MS365 Copilot, Copilot Studio, Agentic Solutions
- Governance, EU AI Act, Value & Risk Monitoring
- Change Management, AI Awareness, Literacy & Adoption
- Innovation, Creativity & Collaboration
- Team Management, Empowerment and Growth
- C-suite Relationship & Stakeholder Management
- End-to-end Solution Lifecycle

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Experience

Samantha is a dedicated, ambitious and result-driven professional with years of experience in AI/GenAI, data analytics and visualization, AI governance and monitoring, business strategy and change management; combining strong analytical, organizational and client facing skills. Within EY, she leads various diverse teams and projects that require complex data analysis and the use of Generative AI and Machine Learning to derive actionable insights from client data. She is a Subject Matter Expert leading several projects for large global clients on functional scanning for AI opportunities and operational efficiencies, with focus on HR, Operations, Mobility, Banking and the Public Sector.

She has lead multiple large teams for cross-sector clients around AI Awareness, Literacy, Adoption, Upskilling/Reskilling, AI use case lifecycle, AI Governance and Risk Monitoring leading to increase employee satisfaction, productivity and overall organizational efficiency. These initiatives also involve engaging and inspiring C-level executives around latest technologies and an articulated AI value vision. She is managing teams of engineers to bring these projects to life and become a trusted advisor to these clients, providing guidance and support throughout the project lifecycle and beyond. Clients include worldwide banks, retail, chemical and automotive companies, large manufacturing companies, big consultancy firms, etc. Such projects are implemented from scratch starting with interfacing to the clients' systems to extract data and provide output, data cleansing and sanitation, descriptive, predictive and prescriptive data analysis, active learning and visualization outputs in the form of actionable insights. This process is iterative and allows for self-correcting actions included in the custom-made algorithms.



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Samantha also has a wide experience in leading restructuring projects by creating new target operation models, re-engineering existing processes and defining new ways of collaboration between regions, functions, teams and employees to drive cost efficiencies higher.

She took part in defining internal and external strategies and ensuring that both bottom-up and top-down goals are achieved, while aligning with budget allocations and continuous improvement programs. She led the continuous improvement initiative which included locating and assessing industry-wide best practices to then suggest, implement and track new projects that can place the company above all competition.

She has extensive experience in the financial industry, working with the largest banks in the world to standardize and automate processes so as to enhance transparency and achieve higher customer satisfaction by eliminating manual, prone to error processes. Being a creative individual, she is instrumental at creating and delivering interactive immersive experience workshops using design thinking methodologies, ensuring that key messages are delivered while attendees leave the workshop excited and inspired.

Throughout her career in London, she worked directly with the segment COO for many large software delivery projects which aimed at automating time and mission-critical processes around the middle and back-office departments of the banks.
From a regulatory perspective, Samantha was the project manager of the GDPR projects while she was tracking all relevant legislation and how it affects the clients' business and software. Finally, Samantha is instrumental at creating new products and services, mainly by actively listening to client needs and working hand in hand with them to create and tailor innovative solutions which ensure that client expectations are met but that they also align with the company's character and culture.



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