



## **Dun & Bradstreet to Present Strategies for Ensuring High-Quality Data for Generative AI Success at The CIO Institute's New York Summit**

**JACKSONVILLE, Fla. - October 14, 2024** - Dun & Bradstreet (NYSE: DNB), a leading global provider of business data and analytics, announced today that Isabel Gomez Vidal, Chief Revenue Officer, and Elizabeth Barrette, Senior Vice President of Customer Solutions & Success, will present a keynote address at The CIO Institute's New York City Summit.

Gomez Vidal and Barrette will speak on the topic of "Garbage In, Garbage Out: Ensuring High-Quality Data for AI Success." Attendees of Dun & Bradstreet's session will learn actionable strategies for data preparation, curation and governance, which are essential to optimizing AI outputs and driving the desired business outcomes. In addition, real-life examples of the impact of AI when paired with high-quality data will be showcased.

As a responsible AI leader, Dun & Bradstreet provides clean, AI-ready data that is essential for accurate and trusted outcomes and that can serve as the foundation for all commercial AI initiatives in financial services and beyond.

"Dun & Bradstreet has been at the forefront of delivering high quality business data for nearly 200 years, and the AI revolution has seen a huge increase in the demand for this data," Gomez Vidal said. "We work with companies of all sizes in all sectors and all over the world to fuel their AI models, and we're appreciative to have this opportunity to share our learnings with this highly experienced group."

Set to take place on October 15, the Summit brings together members of the tech industry to discuss critical issues impacting its leaders today. More information on the event can be found [here](#).

### **About Dun & Bradstreet**

Dun & Bradstreet, a leading global provider of business decisioning data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity. For more information on Dun & Bradstreet, please visit <https://www.dnb.com/>.

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