AI edge

PETER DENBIGH, MBA

AI Governance & Readiness Expert · Founder, AI Edge · MIT Certified

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SPEAKER BIO — SHORT

For event programs, conference brochures, and quick introductions.

Peter Denbigh, MBA, is the founder of AI Edge and creator of two proprietary frameworks — the 3S AI Governance Assessment™ and the AIRL™ (AI Readiness Level) Framework — that help organizations move from AI confusion to competitive advantage. A business operator who founded Innovation Hub Workspaces (55,000+ sq ft across three Virginia cities) and built a best-selling consumer product carried by Target and Amazon, Peter holds a Professional Certificate in Agentic AI for Organizational Transformation from MIT. He speaks on shadow AI, AI governance, and practical AI readiness for business leaders who need clarity, not hype.

Approximately 100 words

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SPEAKER BIO — LONG
For event websites, detailed program guides, and media kits.

Peter Denbigh, MBA, is the founder of AI Edge and one of the few voices in the AI space who speaks from the operator's seat — not the consultant's podium. He created two proprietary frameworks that are changing how organizations approach AI: the **3S AI Governance Assessment™** (See It · Secure It · Sustain It), which gives businesses full visibility into their AI tool usage and risk exposure, and the **AIRL™ (AI Readiness Level) Framework**, a 9-level maturity model that guides organizations from AI-Cautious to AI-Driven.

Peter's perspective is grounded in decades of building real businesses. He founded Innovation Hub Workspaces, a coworking and innovation platform spanning 55,000+ square feet across three Virginia cities with 200+ private offices — a venture built through historic preservation, adaptive reuse, and complex capital stack structuring.

Before that, he created Watch Ya' Mouth, a best-selling party game that landed distribution deals with Target and Amazon, earned him a seat on Amazon's Launchpad Board of Advisors, and taught him firsthand what it means to scale a product under pressure.

He holds an MBA and a Professional Certificate in Agentic AI for Organizational Transformation from the Massachusetts Institute of Technology (MIT). His work sits at the intersection of AI strategy, governance, and practical implementation — always anchored to business outcomes rather than technical abstraction.

Peter's talks are built for business leaders who are tired of hearing that AI will change everything but haven't been shown what to actually do about it. He brings real assessment data, specific frameworks, and actionable next steps. His audiences consistently report that his sessions are the ones where they stop nodding politely and start taking notes.

His work has been featured at the Founders & Futurists technology and entrepreneurship conference, and his frameworks are being adopted by organizations across the United States and Europe. He is also the architect of AI Ready Valley, a regional workforce development initiative backed by a LinkedIn Future of Work Fund application.

Peter lives in Virginia's Shenandoah Valley, where he continues to build businesses, develop AI training programs, and prove that responsible AI adoption isn't just for Fortune 500 companies — it's the competitive edge that every business needs.

Approximately 425 words

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INTRODUCTION SCRIPT

Pre-written introduction for the emcee. Read exactly as written. Approximate read time: 60–75 seconds.

NOTE TO EMCEE: *This introduction is designed to be read verbatim. It pre-frames Peter's credibility and sets the audience up to receive maximum value from his presentation. Please do not paraphrase or abbreviate.*

Our next speaker is someone who doesn't just talk about AI, he builds businesses with it. And he's built a few.

Peter Denbigh is the founder of AI Edge, where he helps organizations figure out what's actually happening with AI inside their walls… and then turn that into an **advantage** instead of a **liability.**

He created **two** frameworks that are being used by businesses across the U.S. and Europe.

The first is the 3S AI Governance Assessment — a system that uncovers the AI tools employees are actually using, the risks those tools create, and how to put smart guardrails in place without slowing anyone down.

The second is the AIRL Framework — a nine-level readiness model that shows organizations exactly where they are with AI and what it takes to move forward.

But here's what makes Peter different from most people on this topic: he's an operator. He founded Innovation Hub Workspaces — over 60,000 square feet of coworking space across three Virginia cities. He's built a best selling consumer product that landed at Target and Amazon. He's sat on Amazon's Launchpad Board of Advisors. He holds an MBA and a professional certificate in Agentic AI from MIT.

So when Peter talks about AI readiness and governance, he's not speaking from a textbook. He's speaking from the same seat you're sitting in: running a business, managing risk, and trying to move fast without breaking things.

Please welcome Peter Denbigh.