



THE HUMAN FACTOR

WHEN AI HELPS - WHEN HUMANS MUST

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THE SCOUT GUIDE

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LOCATION AND TIMING

Friday, April 24, 2026
Donald Danforth Plant Science Center
975 N Warson Rd, Olivette, MO 63132

Networking & Breakfast
McDonnell International Gallery 8:30-9:00 AM
The Human Factor Panel Discussion
AT&T Auditorium 9:00 - 10:30 AM

AI can accelerate work — but it cannot carry responsibility. This event creates an honest, practical conversation about where AI belongs in business, where it doesn't, and how humans remain accountable for decisions, culture, trust, and outcomes.



MODERATOR: LAUREN COHEN
Founder & CEO of Cohen Leadership Group

Lauren Cohen is the Founder and CEO of Cohen Leadership Group and an ICF-certified executive coach who works with senior leaders and fast-growth companies to navigate complex strategic decisions, organizational change, and culture transformation. With a background as a former trial attorney and seasoned leadership advisor, she brings a structured, balanced, and human-centered approach to moderating conversations about AI—helping business leaders explore innovation, risk, and responsible implementation with clarity and confidence.



ASHLEY PYLE
Chief Experience Officer at GadellNet

Ashley Pyle is the Chief Experience Officer at GadellNet, where she leads sales, account management, marketing, and AI strategy. A seasoned technology and growth executive, she has spent nearly two decades scaling organizations, guiding operational excellence, and championing human centered innovation. Ashley serves on multiple regional boards, is an alumna of the Greater Missouri Leadership Challenge, and is widely recognized for her work helping organizations adopt AI in practical, people-first ways. She lives and works in St. Louis, Missouri.



STEVE BAUER
Founder & AI Strategy Consultant, Bauer Consulting Group

Steve Bauer is an AI strategy advisor who helps business leaders turn artificial intelligence into measurable business impact. As founder of Bauer Consulting Group, he partners with growing and mid-market organizations to assess AI readiness, set clear priorities, and build practical implementation roadmaps that align leadership and governance. With 27 years of experience leading global initiatives for Fortune 500 brands, Steve brings a business-first perspective focused on outcomes—not tools. He guides companies in responsible AI adoption, leadership alignment, training, and enterprise-wide implementation to drive growth, efficiency, and competitive advantage.



DEREK WEBER
Founder of Lead With AI and CEO at GBG

Three years ago, GBG owner Derek Weber committed his entire team to going all in on AI, then couldn't even get ChatGPT to write a basic social post. What followed wasn't a tech success story, but a human one. The challenge wasn't the tools; it was shifting mindsets and helping people see AI as an amplifier, not a replacement. Today, GBG's human-centric, AI-powered approach has driven record employee satisfaction, client results, and growth. Those lessons became LeadWithAI, a membership program helping leaders build human-first, AI-driven organizations.

The Human Factor; When AI Helps – When Humans Must is a high-level, conversation-driven panel event designed for decision-makers who want clarity around AI – not hype.

**THIS IS NOT A TECH DEMO.
THIS IS NOT AUTOMATION EVANGELISM
THIS IS NOT A RACE TO ADOPT.**

This is a strategic, human-first conversation designed to help leaders confidently answer all of their questions!

PANEL TOPICS INCLUDE:

- Decision-Making With AI Assistance
- Who Should Use AI, and Who Shouldn't
- Guardrails, Not Guesswork
- AI in Company Culture
- Authenticity, Trust & Human Judgment
- Future-Proofing Without Losing the Edge
- Questions We All Want Answered

The Human Factor is presented by a powerful coalition of business-forward brands:

- Xplor Marketing
- The CoFound(hers) Radio + Podcast
- The Scout Guide Saint Louis
- CEO Concierge

Together, these hosts represent an engaged, established network of founders, executives, creatives, and community leaders across the St. Louis business ecosystem and beyond.