

BRANTLEY BRUMLEY II

Chief AI Officer, GenAIPI (genaipi.org) · Author, *Conducting the Code*

Practical AI for the people doing the real work.

ABOUT

Brantley Brumley II is Chief AI Officer at GenAIPI and the author of *Conducting the Code*, the non-coder's guide to building real software with AI. He created Jarvis, GenAIPI's internal AI agent connected to real business systems. He has built and shipped mobile apps and games and founded MVP Launcher to help entrepreneurs turn ideas into working software. His sessions are practical and demo-driven, and he helps organizations move beyond AI curiosity and into real, working AI systems.

SIGNATURE TALKS

01 The AI Transformation Playbook: **AI at work in construction and operations-heavy businesses.** *First given at AGC Utah Construction Technology Summit.*

02 AI Basics for Public Servants: **safe, practical AI for city and county teams.** *First given for Midvale City employees.*

03 Conducting the Code: **build real software without writing code, the seven-step path.** *From the book.*

Formats: keynote · breakout · hands-on workshop · virtual

Keynotes, workshops, and virtual sessions available. Fees vary by format and travel; community and education rates available.

SPOKEN, TAUGHT, AND FEATURED AT:

AGC Utah · Midvale City · BYU Tech Transfer podcast · Beyond Impact podcast · Lassonde Entrepreneur Institute (U of U) · Master Claw 26

> **"I walked out with what is basically a new coworker... It's honestly been a game changer."**
>
> Ryan Barton, VP Sales and Estimating, PJF Corp

BOOKING

conductingthecode.com/speaking · contact@conductingthecode.com