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San Francisco Business Times Features Puja Parikh on Key Gaps in AI Strategy

JUNE 1, 2026

Featured Practices: Artificial Intelligence (AI), Intellectual Property

Benesch Partner Puja Parikh was featured in *San Francisco Business Times*, where she examines a key blind spot in many organizations' artificial intelligence strategies.

In the article, Puja explains that while companies are investing heavily in AI, many struggle to achieve meaningful results because their approach lacks alignment with business objectives, governance frameworks, and risk management considerations. She underscores that the real challenge is not the technology itself-but how businesses integrate AI into their operations, decision-making, and legal strategies.

Puja's insights highlight the importance of taking a more intentional, enterprise-wide approach to AI adoption to unlock value while managing evolving risks.

More: Your company's AI strategy may have a blind spot - here's how to fix it - San Francisco Business Times