



# AI governance posing biggest challenge to AI deployment reveals law firm DLA Piper in research report



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**Global law firm DLA Piper today publishes its in-depth report "AI Governance: Balancing Policy, Compliance, and Commercial Value". The comprehensive research-led report delves into the critical intersection of artificial intelligence, governance, and risk. It explores beyond the discourse to uncover how organizations are rolling out AI programs in practice, the challenges they are facing, and shares insight from DLA Piper's global AI group as to how AI value can be unlocked responsibly, ethically and commercially.**

While the transformative potential of AI seems boundless, it also presents risks. DLA Piper's report emphasizes the pivotal role of good governance in unlocking AI's transformative potential in a fragmented regulatory landscape. Concerns surrounding responsible AI use have surged alongside its adoption, prompting global policymakers and regulators to formalize rules to address societal, technical, and commercial challenges. Effective governance aligns risk and reward, compliance and commerce, and values-driven value creation.

[Anna Jussil Broms](#), Head of Intellectual Property and Technology at DLA Piper in Sweden, comments on the report: "AI is relevant to all industries. To harness AI's potential, organizations need to be able to balance

responsible and beneficial AI use with commercial risk. Our report underscores the crucial role that good governance plays in navigating the AI landscape, how important it is to consider risk and compliance to create business value."

Paul Allen, Partner and Global Co-Chair of Intellectual Property and Technology at DLA Piper, shares: "In an era of emphatic discourse surrounding AI, our report unveils the critical truths, challenges and opportunities shaping the AI landscape. AI has infiltrated every sector, promising almost limitless competitive advantage. However, amidst the hype, we explore commercial risk and escalating concerns about responsible and compliant AI use.

Mark O'Connor, Partner and Global Co-Chair of DLA Piper's Technology Sector Group, adds "To unlock AI's potential, organizations must discern real concerns from 'phantom' risks. Our report underscores the pivotal role of good governance in navigating the AI landscape, reconciling risk and reward, compliance and commerce, and ultimately unlocking value in line with values."

Accompanying its research, "AI Governance: Balancing Policy, Compliance, and Commercial Value" shares context, insight, and strategy and framework recommendations from Partners across DLA Piper's global AI team covering common challenges on the topic from intellectual property and employment issues, to supplier contacting and global regulatory divergence. It goes on to spotlight sector-specific findings across Media Sports & Entertainment, Technology, Life Sciences, Insurance, Financial Services, Industrials, and Consumer Goods, Food & Retail.

Concerns about the responsible use of AI have grown as the technology has become more prevalent, prompting global policymakers and regulators to formalize rules to address societal, technological and commercial challenges. Effective governance balances risk, compliance, trade and value creation.

For more information please contact Anna Jussil Broms, Head of Intellectual Property and Technology in Sweden, and Jennie Nilsson Head of Digital, Data & Cyber in Sweden.

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