

Elemaster's Weletech Talk on AI in the industrial sector

Elena Corti 11 May 2026

The first **Weletech Talk** was held at the headquarters of **Eletech**, part of **Elemaster Group**. The initiative, focused on **Artificial Intelligence**, is not intended as a standalone event, but as the beginning of a broader journey focused on the concrete role of AI in industrial environments.

The discussion, moderated by Bruno Minini from Talent Garden, brought together: Luca Ceppi, Vice President of Elemaster Group; Ilaria Giordani, CEO and co-founder of OAKS; and Alessandro Braga, Managing Director at Abitare In and former Chief Digital Officer at Talent Garden.

"To fully unlock the **potential of Artificial Intelligence** – explains Elemaster – companies would ideally need to be structurally redesigned around it, in terms of **processes, data architecture** and **organizational models**. However, there is a **more immediate path available**: pragmatic application, starting from real operational contexts and progressively integrating AI where it can generate measurable value".



How to integrate AI into everyday industrial work?

Rather than focusing on abstract scenarios, the conversation addressed a central question: how to integrate AI into everyday industrial work without introducing unnecessary complexity. A shared point emerged clearly. **AI adoption does not begin with tools, but with problems**. The most effective approach is to start from concrete operational friction points and enable people through solutions that are already embedded in real workflows.

From a complementary perspective, Ilaria Giordani emphasized a **fundamental prerequisite: data quality**. Poor or fragmented data does not simply limit AI performance. It amplifies errors. This makes data understanding, cleaning and integration the necessary first step before any meaningful AI application.





Not only a technological transition

Alessandro Braga added an organizational perspective, underlining that **AI adoption** is not only a technological transition, but a **transformation of how work is structured**. Companies need to define clearly where automation is appropriate, where human contribution remains central, and how the two can effectively interact.

The discussion converged on a key idea. The challenge is not whether to adopt AI, but how to do it in a controlled, scalable and meaningful way. In this context, Eletech presented **a concrete example** through the evolution of its proprietary testing platform, **Eletest**.

The approach is not to add AI on top of existing systems, but to **build on an already structured industrial base**, where data collection is continuous, reliable and standardized, and to focus on **enhancing data interpretation**.

Artificial Intelligence, in this framework, becomes a **tool** that helps **identify patterns across testing environments**, supports faster and more structured root cause analysis, and enables the transformation of distributed data into actionable insight.

Technology, industry and execution

Closing the session, Ivo Boniolo, leading the ELEVO Innovation Hub (Elemaster Group), framed the initiative within a **broader growth perspective**, inspired by the work of Pasquale Acampora, one of the most recognized trainers and authors in sales and growth strategy.

Sustainable growth does not come from acceleration alone, but from the **ability to continuously create value** and, at times, to surprise both the customer and the market. The ambition behind Weletech Talk is to contribute to this trajectory, building a space where technology, industry and execution can converge in a pragmatic and continuous way.

