LBC launches Analytics & AI Competence Center in Lisbon and Munich

LBC
Innovative
Transformation

Leaders and organizations of all kinds should be prepared to join the artificial intelligence (AI) revolution or risk getting left behind. The adoption of AI will lead to a Schumpeterian-like creative destruction process in the next five years that will determine winners and losers.

Hence, LBC is creating an Analytics and AI Competence Center to better serve existing and future client needs regarding AI.

LBC's multidisciplinary and hands-on approach helps leaders and organizations understand how game-changing technologies such as AI can benefit the different business functions and how they can be effectively applied to their organization and industry.

You can find out more about LBC's AI vision below, its Analytics & AI Competence Center, the services provided and its recruitment needs.
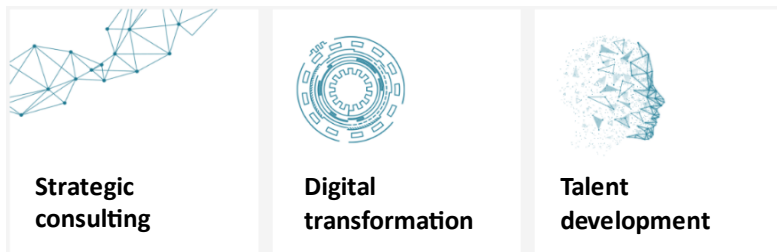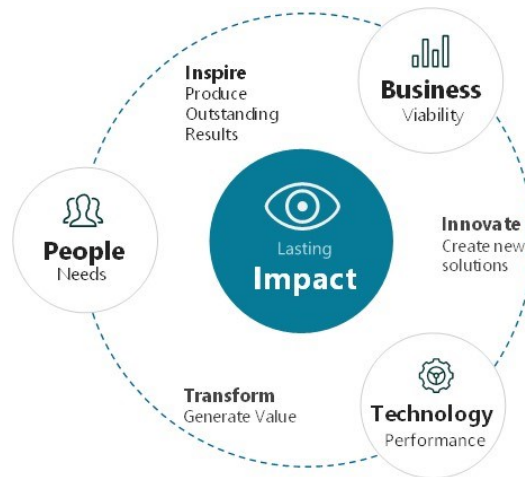
LBC: Innovative Transformation

LBC's mission is to support clients in identifying and achieving their maximum potential performance through innovative transformation in the public, private and social sectors. To obtain sustainable impact and build a better world, we combine business, technology and people perspectives. Business defines the ambition. Technology makes it possible. People make it happen. Our strategy execution, digital transformation and talent development service lines reflect this approach, tested successfully in more than 1.200 projects in 17 countries.

AI now adds a collaborative intelligence, human-machine, that powers up our longstanding motto: "the best future is the one you imagine and create for yourself". We exist to support clients in this journey, as a trusted and personalized consultant and as a reliable execution support. So, **let's reimagine and create your best future together.**

Business defines ambition
Technology makes it possible
People make it happen

→

Inspire
Produce
Outstanding
Results

Business
Viability

People
Needs

Lasting
Impact

Innovate
Create new
solutions

Transform
Generate Value

Technology
Performance

Strategic consulting

Digital transformation

Talent development

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Our vision of AI

A holistic approach

AI technology is extraordinarily powerful, disruptive, and transformative. However, the use of technology alone does not generate sustainable value and even poses several dangers.

What is decisive is ...

To understand how artificial intelligence can generate business results and have a positive impact on society and people's lives, and know how to analyze, define, and implement the necessary solutions and integrations.

A holistic approach to business, technology and people is needed. Knowing algorithms and technology is not enough. You need to understand how companies and organizations work, redefine perspectives and boundaries, innovate, adjust strategies and cultures, redesign organizations and processes, leverage human and technical capabilities, orchestrate new solutions and promote their adoption. It takes a holistic, integrative, solid, and tested approach, as has been at the heart of LBC's solutions model since it was founded.

To achieve a transformative and sustainable impact on a company, the application of artificial intelligence requires 20 to 40% of efforts in data and technological options, 10 to 30% of efforts in algorithms and operating rules, and 70 to 50% of efforts in understanding and transforming the business and people.

Collaborative intelligence

The sustainable use of artificial intelligence must focus on building collaborative machine-human intelligence applied to all areas of life in society and in companies and organizations. LBC's focus is precisely on building collaborative and responsible intelligence applied to the various facets of companies and organizations in general.

The democratization of AI

Generative AI will be one of the main focuses for the development of AI in companies and organizations, and one of the main focuses of LBC's Analytics and Artificial Intelligence Competence Center, as it democratizes artificial intelligence, allowing companies without a database or data scientists to use and benefit from the technology associated with artificial intelligence.

A unique journey

Anyone who thinks that AI is a computer application is mistaken. It is a journey of discovery and continuous growth for each company/organization. It is also a unique journey in each case.

LBC and its Analytics and Artificial Intelligence Competence Center help each company join the dots, all the dots necessary, to create sustainable value for the organization, each of its employees, customers, stakeholders, the community, and the planet. Our approach emphasizes value and empowerment. We orchestrate the necessary levers in all areas of a company so that they support and reinforce each other for the company to succeed in the AI challenge.

LBC is focused on building a better future ...

... harnessing the power of artificial intelligence ...

... where the limits of human creativity are redefined, organizations perform more effectively, companies reinvent themselves and prosper in their business by serving their customers in an extraordinary and personalized way, and humanity and the planet enter a new era of development.

Dare to be **Innovative**

Embrace **Transformation**

and **Deliver** a better world

LBC's International Analytics & AI Competence Center

LBC is developing a competence center specializing in Analytics & Artificial Intelligence based in Lisbon and in Munich. The Lisbon operation began in January of 2024 and the Munich operation will start in May.

This competence center will serve the two home markets of these two locations, Portugal and Germany, as well as international markets, namely Europe, the USA and Africa.

The competence center's areas of intervention are fourfold:

- Providing AI services to private companies and the public sector.

- Introducing AI into the way our services are provided to customers.

- Introducing AI into the company's internal operations.

- Development of products for the business market supported by AI.

The competence center is being built on a foundation of LBC's extensive skills in strategic consulting, digital transformation, and talent development over the years, and more than 1.200 projects carried out in 17 countries. LBC has extensive experience in numerous economic sectors: public administration; education; health; agriculture, transport, mobility and logistics; energy, environment and climate change; telecommunications, media and technology; tourism and leisure, among others.

This competence center is not starting from scratch, and can benefit from having an average of 30 ongoing projects in the company as guaranteed clients, as well as the company's own investment capacity in new products supported by AI.

LBC has already implemented several projects in different countries using artificial intelligence, particularly in the area of virtual agents, generative intelligence and intelligent automation.

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For clients – services provided by LBC in Analytics & AI

- AI assessment and coaching

- AI business strategy & road mapping

- AI consulting

- AI discovery workshops

- MLOps (Machine Learning Operations) consulting

- Data structuring and management

- Data analytics and visualization/cockpits

- Data engineering services

- Data migration

- Data governance

- Big data consulting

- AI focused pilots and PoC (proof of concept) factory

- Generative AI development & solutions

- Custom GPT

- Virtual agents

- Predictive analytics & Recommendation systems

- Creation of AI Center of Competence

- AI based learning.

Together, we make a difference for a better world, project by project.

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For talent – recruitment priorities

The initial base for the work will be in Portugal, with the epicenter in Lisbon.

Several members of the competence center will be based in Munich, Germany, for short periods of time, depending on their performance and market opportunities, with the possibility of working continuously in Germany or from Portugal or on a mixed Portugal/Germany basis, following the international growth of the competence center.

The competence center in Lisbon started in January of 2024; the one in Germany will start in May in Munich.

The competencies required for LBC's Analytics & Artificial Intelligence Competence Center are as follows, with an emphasis on recruitment priorities.

Recruitment priorities

Our current recruitment priorities focus on computer engineers with recent university degrees, master's degrees, doctorates or PhDs with skills and experience in:

- Data science and machine learning

- Technology stack Python (preferred) and/or R

- Most used libraries in ML (Pandas, Numpy, Matplolib, SciPy, TensorFlow, Keras, PyTorch)

- Database management, ETL processes, data storage and big data technologies (Hadoop, Spark)

- Cloud services (AWS, Google Cloud, Azure)

- Good knowledge of software development (generic, but also with a web component)

- ML DevOps

Recruitment plan

Professional/priority	Function	Skills required
Data Scientists and AI Researchers / Recruiting now to strengthen the team.	Designing and developing AI models and algorithms.	Deep understanding of machine learning, deep learning, statistics and data analysis. Proficiency in Python and/or R, experience with TensorFlow, PyTorch.
Data Engineers / Recruiting now to strengthen the team.	Building and maintaining the data infrastructure for collecting, storing and processing data.	Specialization in database management, ETL processes, data storage and big data technologies (Hadoop, Spark).
Machine Learning Engineers / Recruiting now to strengthen the team.	Operationalize AI models, integrating them into systems and applications.	Strong background in software engineering, experience with machine learning algorithms, knowledge of cloud services (AWS, Google Cloud, Azure).
AI Ethics and Policy Specialists / Not a recruitment priority.	Ensuring the ethical and legal development and use of AI.	Knowledge of ethics in technology, data privacy regulations and laws (GDPR, CCPA), development of ethical guidelines.
Business Analysts and Domain Specialists / We're well served, but we're short of talent in this area.	Translating business needs into technical requirements.	Business and industry understanding, analytical skills, ability to guide AI projects.
AI Product Managers We're well served, but we're short of talent in this area.	Supervising the development and implementation of AI projects.	Project management, technical understanding of AI and software development, product lifecycle management.
UX/UI designers We're well served, but we're short of talent in this area.	Designing human-centered interfaces and experiences for AI applications.	Design thinking, user research, interactive design, understanding human-AI interaction.
Cybersecurity Specialists / Recruiting now to strengthen the team.	Protecting AI systems, data and infrastructure from cyber threats.	Network security, cryptography, threat analysis, knowledge of AI vulnerabilities and mitigation strategies.
Regulatory and Compliance Officers / We will use external services, although we already have some in-house expertise.	Ensure compliance with laws and regulations.	Knowledge of legal and regulatory frameworks for AI, data protection and industry-specific regulations.
Experts in Learning and Development / We're well equipped, but we don't neglect recruiting proven experts.	Supporting the updating and retraining of the workforce.	Experience in learning and development, understanding AI and its impact, design of effective training programs.

In 2023 we were considered Digital Leaders in Exame magazine's "Best Companies to Work For" competition. Whenever we compete, we are considered one of the best companies to work for and in the top places.

DIGITAL LEADER 2023

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Working at LBC means building a story about yourself

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Videos about LBC

LBC video	Video about working at LBC
Video on AI in business by the CEO of LBC	AI webinar with Silicon Valley experts
Video about the GSI program in Silicon Valley	Recent team building in the Lisbon office

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Apply

LBC is an international strategy consulting and digital transformation company with experience in 17 countries and an innovation lab in Silicon Valley.
LBC can provide guidance to executives challenged by the pace of rapid transformation and support with implementation of digital transformation.

Contact us at info@lbc-global.com to get assistance.

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