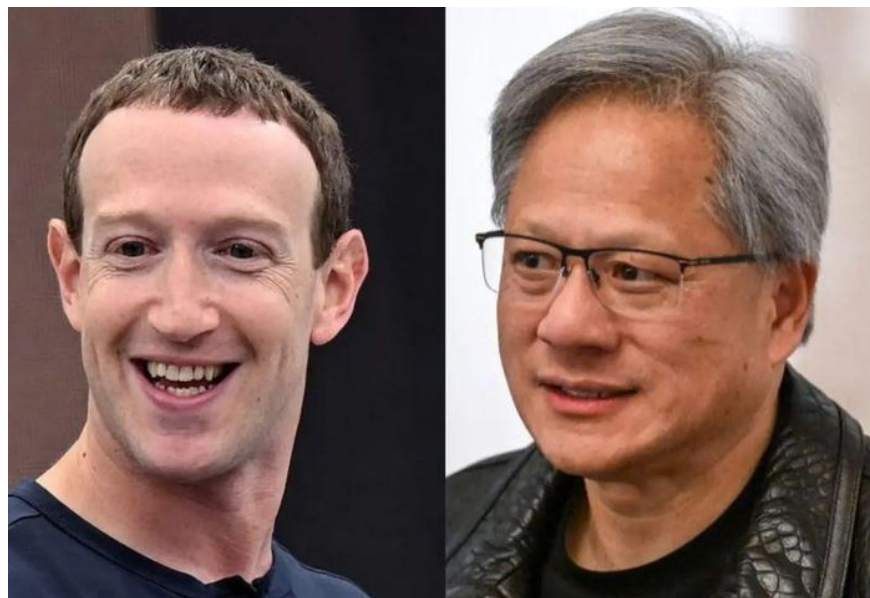


# How Mark Zuckerberg, Jensen Huang, Sam Altman and CEOs of major technology companies use AI

Since OpenAI launched ChatGPT in November 2023, many people have used this artificial intelligence (AI) chatbot in their personal and professional lives, including leaders of some of the world's most influential businesses. .

In addition to OpenAI, many companies have released generative AI products with human-like abilities to make money. Millions of users have used this technology to save time and achieve their goals.

Some people use ChatGPT to create lesson plans, produce marketing materials, and write legal briefs. Others have turned to OpenAI's AI chatbots for advice to help them lose weight, do homework, and plan vacations. Many people even claim to make money using AI.



*Mark Zuckerberg built an AI assistant Jarvis to manage different areas of his house, and Jensen Huang uses Perplexity AI 'almost every day' - Photo: Internet*

Interest in AI is also spreading to the C-Suite as business leaders also want the technology to help them. Below is how executives from Meta Platforms, Google, Microsoft and other major companies have used AI.

The term C-suite (Chief Suite) refers to a group of high-level positions within a company, often key executive roles. Specifically, CEO (chief executive officer), CFO (chief financial officer), COO (chief operating officer), CTO (chief technology officer) and other positions depending on the specific company. C-suite employees play an important role in making strategic decisions and managing a company's business strategy.

## **Jensen Huang**

Jensen Huang, CEO of Nvidia - the world's largest chip company, said he uses Perplexity AI 'almost every day'.

Jensen Huang uses Perplexity AI (an AI-based search and question answering engine) for research, he revealed to Wired.

In an interview, Jensen Huang gave an example of how Perplexity AI can be used to learn about recent advances in computer-aided drug development.

'You want to frame the overall topic so there can be a framework,' the 61-year-old Taiwanese-American billionaire told Wired. From that framework, you can ask increasingly more specific questions. I really like that about these big language models'.

Nvidia CEO revealed he also uses OpenAI's ChatGPT.

## **Lisa Su**

Lisa Su, CEO of Nvidia competitor AMD, said she uses Microsoft's Copilot to "summarize meetings" and "follow the action." However, Lisa Su does not think that Microsoft's AI assistant is perfect.

'It doesn't write my emails very well. I don't use it for that,' Lisa Su said in her keynote speech at SXSW in March. SXSW is an annual event for motion pictures, interactive media, conferences and music festivals. The music takes place in mid-March in Austin, Texas, USA.

Microsoft has integrated Copilot into its office product suite, including PowerPoint, Word and Excel.

## **Satya Nadella**

Satya Nadella, CEO of Microsoft, says his favorite uses of ChatGPT are explaining German philosophy and Persian poetry.

Satya Nadella credits ChatGPT with helping him understand complex texts by philosophers like Martin Heidegger.

'I remember my father trying to read Heidegger at age 40 and having difficulty with it, and I tried thousands of times but failed. But I have to say that asking ChatGPT or Bing Chat to summarize Heidegger is the best way to read it,' said Satya Nadella.

He was also very impressed with the AI chatbot's ability to translate poetry. Satya Nadella said his favorite suggestion was to ask ChatGPT to translate the poetry of Rumi (one of the best-written poets in the Arab world) from Urdu to English.

Satya Nadella said on the podcast: 'The most interesting thing is that ChatGPT captures the depth of poetry. In that hidden space, it finds meaning that goes beyond words and translations. I find that extraordinary.'

## **Vinod Khosla**

Venture capitalist Vinod Khosla said he used ChatGPT to write rap lyrics for his daughter's wedding.

'I wrote what I wanted to say to my daughter as a speech, entered the content into ChatGPT and suggested writing rap lyrics. ChatGPT did so. Then I input rap lyrics into a music AI app,' the early investor in OpenAI wrote on X (formerly known as X).

Vinod Khosla added: 'I can play it through the speakers, a personal rap from me. It has expanded my abilities. That means a lot to me',

Vinod Khosla is the founder of Khosla Ventures, a venture capital fund that invests in startups in AI, cleantech and biomedicine, among other sectors.

### **Sam Altman**

Sam Altman, CEO and co-founder of OpenAI, said he uses ChatGPT to translate and write.

In August 2023, Sam Altman told Bloomberg news that ChatGPT was a "savior" for translation purposes during his world tour, when he discussed the future of AI. In three months, Sam Altman visited countries such as Israel, Jordan, Qatar, UAE, India and South Korea.

The 38-year-old American businessman said ChatGPT helps him "write faster and think more".

'I see a path towards ChatGPT becoming a super assistant for all my cognitive work,' Sam Altman told Bloomberg.

### **Sundar Pichai**

Sundar Pichai, CEO of Google, said he used language modeling to talk to Pluto with his son.

In an episode of the New York Times tech podcast *Hard Fork*, Sundar Pichai said he asked LaMDA, one of Google's first conversational AI models, to pretend to be Pluto to test its capabilities.

In one conversation, LaMDA told Sundar Pichai and his son that Pluto is "really lonely" because it is so far out in space.

'I feel sad when I talk to it,' the Google CEO revealed in a podcast broadcast in March 2023.

Sundar Pichai also asked LaMDA what he should do on his father's 80th birthday. In response, LaMDA asked him to make a scrapbook.

He said: 'It's not very profound, but it says a lot and sparks the imagination.'

In December 2023, Google launched Gemini, its latest major language model that can generate text and images using text suggestions.

### **Warren Buffett**

Investor Warren Buffett said he used ChatGPT to translate Frank Sinatra's song *My Way* into Spanish. Chairman of Berkshire Hathaway seems satisfied with the results achieved.

Warren Buffett told CNBC in April 2023 about the song: 'Two seconds later, it comes out and it rhymes. It does all these amazing things.'

Seeing ChatGPT's time-saving potential, the 93-year-old American billionaire remains skeptical about whether it will have a positive impact on society.

'I think this is extraordinary, but I don't know if it's beneficial,' he told CNBC.

### **Tim Cook**

Tim Cook, Apple CEO, said he uses ChatGPT in his personal life.

Tim Cook did not specify how to use this AI chatbot. However, he said he saw ChatGPT's potential after trying it out.

'I'm very excited about that. I think there are some unique applications for it and you can bet that it's something we're looking at closely,' Tim Cook told CNBC in an interview in June 2023.

Apple seems to be lagging behind some other major technology companies on the AI front. The iPhone maker is expected to discuss its AI projects during its developer conference next June.

### **Mark Zuckerberg**

Mark Zuckerberg, CEO of Meta Platforms, built a personal AI assistant called Jarvis to manage different areas of his home.

In 2016, Mark Zuckerberg wrote in a blog post that Jarvis controlled the lights, appliances, temperature, music and security in his home. The Meta Platforms CEO also said that this AI assistant interacts with his phone and computer and can learn new words and concepts.

Meta Platforms rolled out the Llama-2 large language model in July 2023 to select users. The company then released AI-powered Ray-Ban smart glasses and AI chatbots with famous characters.

Llama-3, Meta Platforms' most advanced large language model, is still in development.

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