

Val Wise Joins European Commission as Member of EU-US Trade and Technology Council



[Val Wise](#) has taken on a new role as a member of the European Commission's EU-US Trade and Technology Council. In this esteemed position, Wise will play a pivotal role in fostering and deepening transatlantic trade and economic relations based on shared democratic values.

The EU-US Trade and Technology Council was established at the June 2021 EU-US summit. It serves as a platform for the European Union and the United States to coordinate approaches to key global trade, economic, and technology issues, while also promoting a stronger transatlantic partnership.

Wise's extensive experience spans over 27 years in marketing, digital transformation, artificial intelligence, and information technology. He is not only a consulting professional but also one of the world's first Metaverse Realities builders. His passion for cutting-edge technologies and his expertise in generative AI make him a valuable addition to the council.

Having worked with generative AI and other emerging technologies for several years, Wise possesses deep knowledge of the latest developments in neural networks and deep learning algorithms. His forward-thinking approach and insights will undoubtedly contribute to the success of the EU-US Trade and Technology Council.

Image Credit: [LinkedIn](#)

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