



Mark Seall

Partner

Mark Seall advises companies on the strategic and operational adoption of artificial intelligence, combining executive-level transformation experience with hands-on technical delivery. He helps organizations move beyond incremental efficiency toward fundamental operational change – defining AI agendas, shaping governance frameworks, and building the capabilities required to embed AI into core operations.

He has proven expertise in digital and AI strategy, AI-driven business model innovation, generative AI and large language model implementation, large-scale program leadership, and organizational change and adoption. Equally comfortable with boards and executive teams and alongside engineering teams, he bridges the gap between technological possibility and business priority.

Mark combines the perspective of a corporate executive with that of a founder. From 2022 to 2025 he was Co-founder and CEO of InferenceCloud.ai, an AI platform automating marketing strategy and content creation for enterprise clients, which he built from concept to commercial profitability. He acted as a strategic advisor to C-level clients, helping them build practical AI roadmaps grounded in governance, data readiness, and new value creation.

From 2016 to 2022, as Head of Digital Transformation, Analytics and Artificial Intelligence at Siemens in Munich, he pioneered enterprise AI adoption from as early as 2016 and built the core technical team and infrastructure that became a blueprint for later innovation. He led the turnaround of a 50-person, USD 26 million global function, halving operating costs while improving key metrics such as campaign return and lead conversion tenfold.

Earlier in his career, Mark led global digital communications functions at Credit Suisse and ABB, founded the travel technology platform OfferMe, and held roles in management consulting and IT program leadership.

Mark holds an MBA from Warwick Business School and a B.Sc. (Hons) in Business Information Technology and Software Engineering from Bournemouth University, and completed the Senior Leadership Development Program at IMD in Lausanne. He writes regularly on artificial intelligence and its impact on business and corporate communications, including for IMD's I by IMD magazine.

Based in Zürich, Mark is interested in history, biography, and mountain sports. He speaks English.

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