

AI in business: Real change is driven by human talent



There is a shortage of artificial intelligence professionals who, in addition to having technical expertise, know how to apply it strategically within the company or industry in which they work.

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Antonio Martínez

Freepik

Artificial intelligence (AI) promises to transform industries, automate tasks, and redefine work; however, its actual impact depends on the people who specialize in it, said **Carlos Zenteno, CEO of Global Hitts**.

*“Artificial intelligence doesn’t transform companies; what **transforms them are the people** who adopt it and start **applying it in their day-to-day work**,”* he said during his speech at the [**incMTY 2026**](#) conference.

During his talk, entitled *“Beyond the Hype: AI Adoption and the Talent That Transforms Businesses,”* the executive highlighted that AI is generating very high

expectations which stand in stark contrast to reality.

He pointed out that **72% of companies are involved in some kind of initiative** related to artificial intelligence, but only **26% are actually implementing it.**

□ □ ¿El reto son las oportunidades generadas por la IA o adaptarse a ellas?, ese fue el tema que tocó Carlos Zenteno, director general de Hitss by Telcel 5G en [@incMTY #incMTY pic.twitter.com/zPNAKhqKrv](https://twitter.com/zPNAKhqKrv)

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Artificial Intelligence: From Hype to Real-World Impact

According to this telecommunications and innovation expert, AI is generating very high expectations that may not align with reality, since its **effective use** depends on **human talent**.

This gap reflects the **hype** surrounding the technology. “*What’s actually being promised or hyped, and what’s really going on?*” he asked.

He emphasized tangible initiatives that are delivering concrete results across key sectors.

- **Software development:** *AI reduces development time by **30% to 40%**.*
- **Customer service:** *it enables the automation of **60% to 70%** of first-level interactions.*
- *It’s also used in data analysis, fraud detection, and demand forecasting.*

He clarified that these **applications weren’t developed on their own**. Their application depends on trained personnel who can use them properly.

This requires companies to have reliable data, well-organized processes, and **qualified staff** capable of applying that data in the appropriate context. *“Artificial intelligence is going to **enhance human skills**”.*

Although companies want to use artificial intelligence across all their processes, in reality, only one in three has implemented it within their organizations. Photo: Freepik



Human talent driving technology

Zenteno spoke in this context about a **new professional profile**: one that combines business knowledge with digital skills and human capabilities.

According to the **Global Hitts** executive, people can develop the technical skills needed to use artificial intelligence, but what sets them apart is **how they apply it within an organization**.

Key skills include:

- *Critical thinking to question results and avoid mistakes*
- *Adaptability in the face of rapid technological change*

- *Strategic creativity to implement innovative solutions*
- *Ethics to ensure the responsible use of AI*

New **literacy skills** are also emerging: the skill to **communicate effectively** with **artificial intelligence** models—known as **prompt engineering**—which enables better results through clear, structured instructions.

He said that despite technology and AI, business knowledge will remain the most important. *“Only by understanding how these models work can they be applied without causing negative effects.”*



The director of Global Hitts shared his thoughts on the hype surrounding AI within companies and its actual application within them. Photo: Antonio Martínez

Developing talent: A key factor in the new era of AI

According to the World Economic Forum, there is a **shortage of 3.5 million professionals in fields related to artificial intelligence**. Furthermore, 12% of companies in Mexico already have teams dedicated to this technology.

According to the telecommunications expert, this situation gives those who develop these skills an advantage over those who are still reluctant to adopt them.

*“The **most valuable professional** will be the one who **knows how to use artificial intelligence** to solve business problems.”*

Zenteno believes that universities and companies face the challenge of **accelerating the development of talent** prepared for this new reality.

He said that universities should promote **more practical and specialized programs**, while encouraging responsible and lifelong learning.

“AI doesn’t transform companies; what transforms them are the people who adopt it and start applying it in their day-to-day work.”—Carlos Zenteno

On the other hand, companies must invest in **training their staff** so they can facilitate the transition from traditional models to AI-based systems.

“This means not only teaching technology, but also reinforcing practical skills, critical thinking, and a deep understanding of the contexts in which AI is applied.”

He stated that it is also necessary to overcome obstacles such as organizational culture, inadequate technological infrastructure, and data management.

Ethics is also a fundamental principle. *“Ethics is not optional in artificial intelligence, because this puts us at risk—not only within organizations, but also within countries and as a species.”*

Finally, he highlighted that all of this must serve a clear purpose: **to increase productivity and efficiency**, rather than simply adopting technology just because it is *trendy*.

“The most valuable professional will be the one who knows how to use artificial intelligence to solve business problems.” —Carlos Zenteno

About incMTY 2026

incMTY is [Tecnológico de Monterrey's](#) entrepreneurship festival, which will hold its 13th edition **from March 17 to 20, 2026.**

Over four days, the Tec's Monterrey campus and the Autonomous University of Nuevo León **will serve as a meeting place for** entrepreneurs, investors, innovators, and experts in artificial intelligence.

The festival brings together key stakeholders in the ecosystem through **more than 200 activities**, including talks, panel discussions, networking events, and meetings between founders and investors.

Japan is also participating as a guest country in this year's event, **bringing an international perspective to the exchange of ideas and collaboration.**

According to **Juan Pablo Murra**, Rector of **Tecnológico de Monterrey**, the purpose of the event can be summed up in three actions: **innovate, connect, and build.**

“The challenge in the coming days is to come up with new, disruptive, and innovative ideas that will make an impact.”

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