

# Meet the Speaker

**Domagoj Marić**

Pontis Technology



# PERSONAL INTRODUCTION

Domagoj Marić

- **AI Customer Delivery Manager**
- **(prev.) Lecturer in Programming**
- **(prev.) Lead AI Solution Architect**
- **(prev.) Data Science & AI Team Lead**



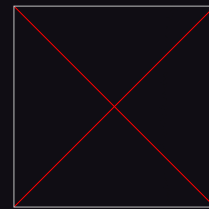
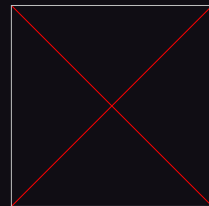
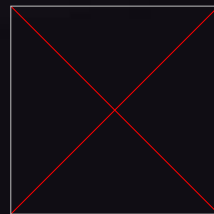
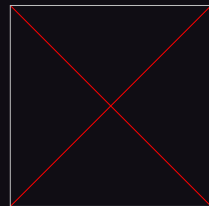
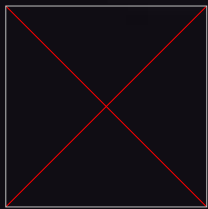
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# SKILLS AND EXPERIENCE

## Fields of expertise

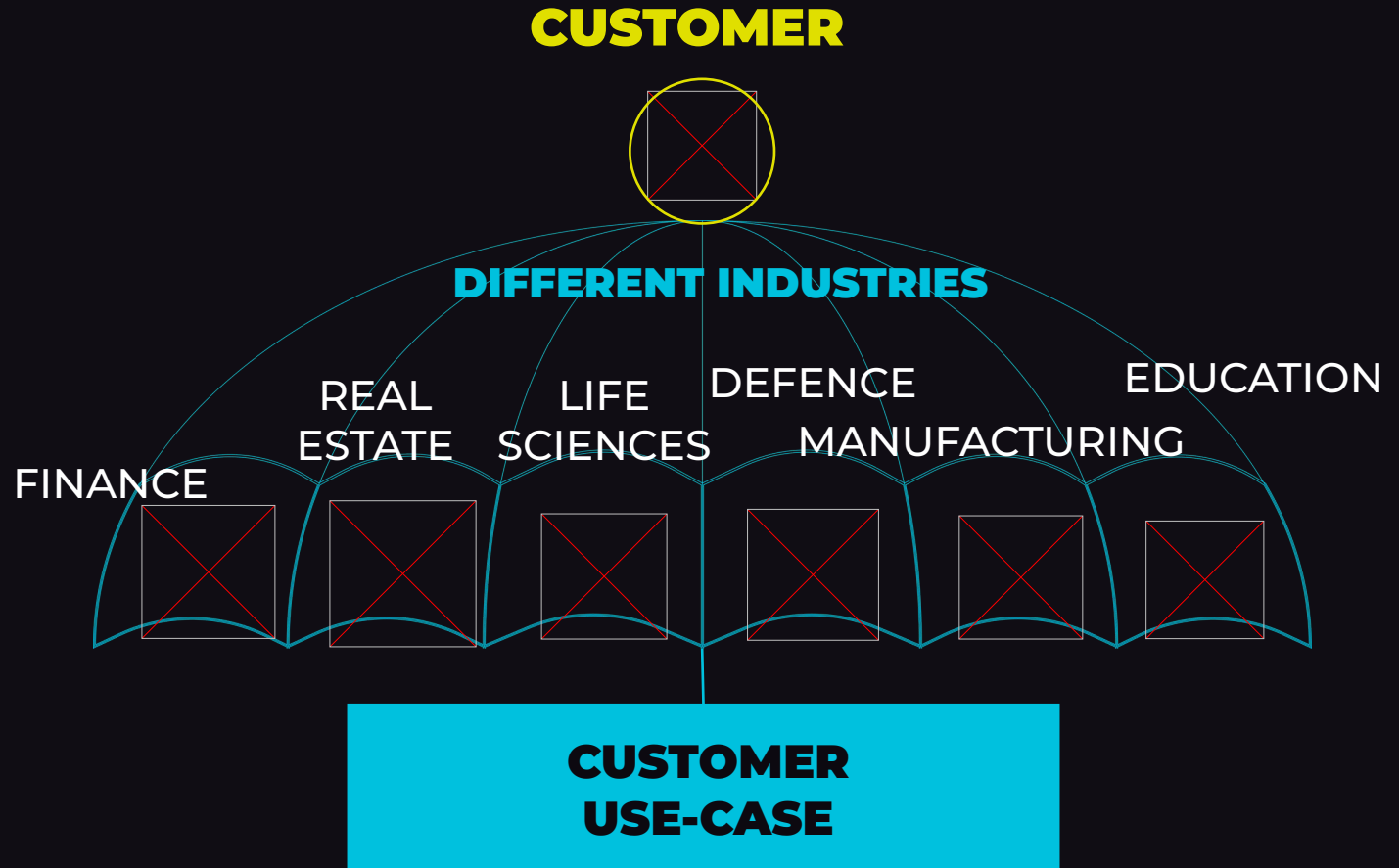
- **Leading teams of data and AI experts:** leading delivery of data science and AI projects since 2020, in various AI fields, such as conversational AI, NLP, computer vision, predictive analytics, generative AI, etc.
- **Web scraping specialist:** primary field of expertise, building advanced, modular and customized web data extraction solutions for various industries – “go-to” person for any web scraping job
- **Conversational AI solutions:** been building (chat)bots since “before it was cool”
- **Text analytics:** can parse any format into any other format, make structured data from an unstructured mess
- **Graph databases and algorithms:** finding useful insights from networks and relationships in data
- **Strong background in cybersecurity:** delivered various projects in the field of information security, held many advanced phishing methodology awareness sessions for companies and individuals
- **Personal passion for education:** leading education, knowledge sharing initiatives



# Domagoj Marić

AI Customer Delivery Manager  
@ Pontis Technology

Lead AI engineer and lecturer skilled in Python, specialized in web scraping, natural language processing and chatbot development, with a passion and strong skillset for education, making complex topics simple through real-world examples.



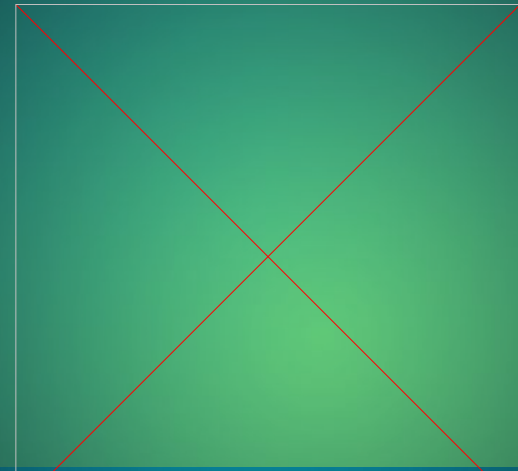
# CYBERSECURITY

## Spring ITAPA talk subject

AI-generated content, bots, and automated manipulation are transforming the online landscape and security risks alike. How can we detect synthetic activity, protect users from a new generation of social engineering, and maintain trust in the digital space?

## Social engineering in the Age of Artificial Intelligence

- the Dead Internet Theory
  - bots, synthetic content and erosion of online authenticity
  - public discourse manipulation
- AI-powered OSINT (Open-Source Intelligence)
- the evolution of modern phishing methodology
- deepfakes, voice cloning



# THANK YOU!



**Domagoj Marić**

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