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# MacLaren Lecture 2025 - Aristotle, AI and the future of Leadership

Thursday 15th May 2025

## Speaker Biography

Professor Rob Hornby, Co-CEO AlixPartners, Professorial Fellow and Senior Advisor for Digital Technologies - Aston University



Rob is the Co-CEO of global consulting firm AlixPartners whose career also spans technology start-ups and large corporates. He is a recognised expert on technology and its impact on business and society using philosophical, historical, and practical perspectives to test the hype claims and offer a pragmatic, human-centric, and value-based path forward for executives and other leaders. Prior to becoming Co-CEO, Rob was the EMEA Region Head and Global Leader of the Digital Practice at AlixPartners. He has served on several regulated boards, and internally on the AlixPartners private board.

Rob is a Professorial Fellow and Senior Advisor on Digital Technologies at Aston University and holds a BSc and MPhil in Management & Computer Science from the same institution. He also holds a Postgraduate degree in Humanities from Durham University. Rob is a regular speaker and author on the future of technology, particularly generative AI.