1ˢᵗ UT Dallas Virtual Project Management Symposium

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Topic, Speaker, Abstract, Takeaways

9:15 CST (USA) / 16:15 CET (EU)

Presentation Title: What is Hybrid Project Management? And Why AI will Accelerate its adoption

Speaker: Antonio Nieto-Rodriguez, PMI Fellow; Author of *HBR Handbook of Project Management*; Select Member of Thinkers50 & Marshall Goldman 100; Former PMI Chair & Founder of PMI's Brightline Initiative (Madrid, Spain)

Antonio Nieto-Rodriguez

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Bio: Author of the [Harvard Business Review Project Management Handbook](#), the featured HBR article [The Project Economy Has Arrived](#), and five other books, Antonio is the creator of concepts such as the Project Economy. He is the most published author of project management articles in HBR. His research and global impact have been recognized and included in the top 50 most influential management thought leaders by Thinkers50. Fellow and Former Chairman of the Project Management Institute, he is the creator of the [Brightline Initiative](#), founder of [Projects&Co](#) and [AI Predictor](#), and co-founder of [PMOtto GPT](#) and the [Strategy Implementation Institute](#). Born in Madrid, Spain, and educated in Germany, Mexico, Italy, and the United States, Antonio is fluent in five languages. He has an MBA from London Business School. He is a member of Marshall Goldsmith 100 coaches. You can follow Antonio through his [LinkedIn Newsletter - Lead Projects Successfully](#), his popular online course [Project Management Reinvented for Non-Project Managers](#), and his [website](#).

Abstract: In an era where adaptability and efficiency are paramount, hybrid project management has emerged as a pivotal approach, blending the structure of traditional methodologies with the agility of modern techniques. A recent poll with more than 2000 participants surprisingly shared that over 80% of project managers use a combination of agile and traditional approaches. While this hybrid approach has gained significant traction, surprisingly little is known about its effectiveness and implementation strategies. This suggests that hybrid project management is not just a niche trend but a mainstream approach gaining widespread adoption. And Artificial Intelligence will definitely accelerate its adoption.

Takeaways: Attendees will gain a deeper understanding of Hybrid Project Management, including benefits and potential pitfalls. Trends in various PM methodologies will be reviewed. Impact of AI on choice of methodologies will be highlighted,