



USA

COO, All Points PR: How We're Freeing Up Time for Human-Centric Work With AI

By Benjamin Broomfield | June 13, 2025 | Link: <https://tinyurl.com/yeypausv>

Lauren Izaks, COO and Executive Vice President at All Points PR, was the first leader to introduce AI to her workplace, encouraging experimentation and normalizing the tool's usage through onboarding, internal training, and leadership role modeling.

Crucially, she says, careful adoption and gradual testing are freeing up time for employees to focus on more human-centric and creative tasks at the communications company.

Izaks joins the HR Grapevine US podcast to reveal how she has navigated the journey from an HR perspective, ensuring AI is used as a tool to work smarter, not harder.

