



Craig Pizaris-Henderson is a pioneering technology executive and entrepreneur with nearly three decades of experience at the forefront of search, digital marketing, and AI, beginning with SWFL.com and Webvertising (SEO) in 1996, Be1st.com in 1997, and the co-founding of FindWhat.com in 1999 (NASDAQ: FWHT/ MIVA) - the first profitable pay-per-click predictive search engine - followed by Lexos Media in 2009 and, most recently, NURO.is in 2022. Throughout this journey, Craig has consistently transformed emerging technologies into practical business advantages, scaling a NASDAQ-listed company to a ~\$1B market capitalization, leading more than \$250M in capital and M&A activity, and building a patent portfolio licensed by Apple, Google, Yahoo, and others. Today, as Executive Chairman of NURO.is, Craig champions the **HI → AI = IE** philosophy—**Human Intelligence into Artificial Intelligence equals Innovation to the Power of Everything**—a disciplined, business-first framework that puts human purpose ahead of mechanical power. This philosophy is captured in his forthcoming book *HI-AI = IE* and brought to life through NURO.is courses that teach business owners and leaders how to embed AI into their operations responsibly, strategically, and profitably. Grounded in the principle, “*Purpose is human. Power is mechanical. And the world will be shaped by those who can see the difference,*” Craig is known for translating complex AI and automation into clear, deployable systems that help organizations move beyond hype and make AI part of their business DNA.

