



**AI GOVERNANCE.
BUILT FOR TRUST.**

IEEE SA STANDARDS
MAGAZINE
IEEE CertifAIEd™
Authorized
Lead
Assessor
2023

Board-Defensible (Top 100)
Global AI audit certification for
enterprise risk management



3x Invited Delegate
UN AI policy contributor shaping
global governance standards that
inform regulatory direction.



Vendor-Neutral
Zero vendor commissions.
Enterprise infrastructure evaluation
aligned to your risk posture.

What Is Ethical Tech Matters?

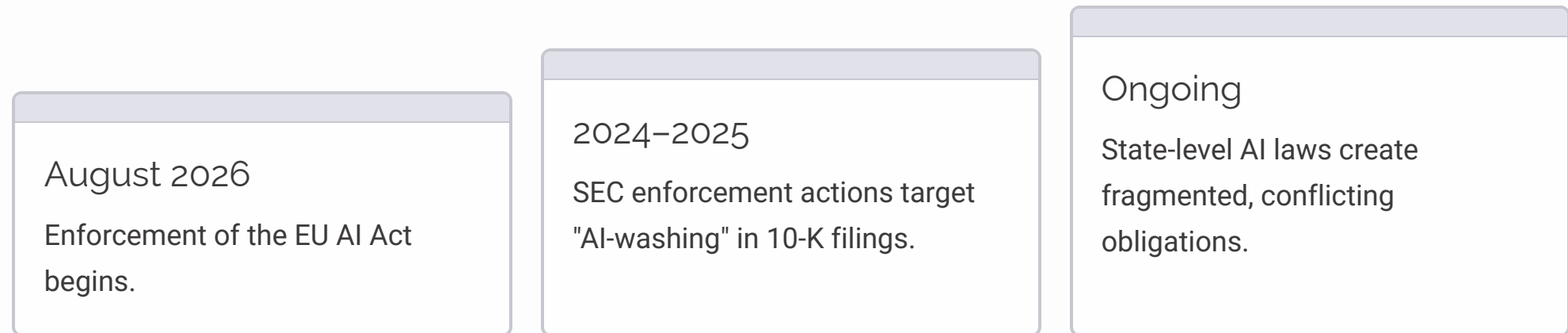


AI Governance for Boards Who Need Answers, Not Audits

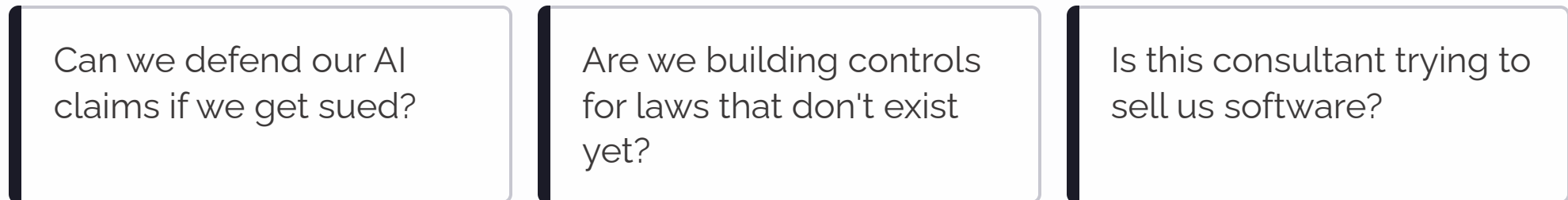
Big Four quality. Fractional speed. Zero commissions.

Why AI Governance Is No Longer Optional

AI governance is no longer optional; it is operational.



Boards now face three unavoidable questions:



ETM was built to answer all three
—without selling you software.

The Triangle of Trust

Three Questions. Three Proof Points.

Certified Competence

Can we defend this if we get sued?

- **IEEE CertifAIEd Lead Assessor:** 1 of 100 globally.
- Third-party audit protocols, not self-attestation.
- Controls verified continuously, not assumed safe by default.

Policy Foresight

Are we building for laws that don't exist yet?

- **UN Science Summit Delegate:** 3x invitee.
- Policy-table experience, not blog post summaries.

Vendor Objectivity

Are you trying to sell us software?

- **Tech Field Day Independent Delegate.**
- Zero commissions. Zero vendor partnerships. Zero upsell agenda.

What Makes ETM Different

Governance Is Not a SKU.

How It's Commonly Sold

- Vendor-funded assessments
- "Free" maturity models tied to specific tools
- Governance roadmaps that end in software

The ETM Operating Model

- Zero vendor commissions
- Zero resale partnerships
- Advice aligned to enterprise risk, not vendor revenue

Independence is a core
governance control.

Built in Fort Worth. Not Silicon Valley.

ETM was built in Fort Worth, Texas. Not in glass towers. Not in innovation theater.

The same operational corridor shaped enterprise risk discipline in energy, defense, and infrastructure.

ETM serves North Texas critical infrastructure and global enterprises.

In the 1990s, this discipline was called **high-reliability operations**. ETM brings that discipline to modern AI governance.




Ethical Tech Matters

Marian Newsome, *Fractional AI Governance Officer*

IEEE CertifAIEd Lead Assessor | Fort Worth, Texas

ethicaltechmatters.com/library

 ETM provides governance frameworks and controls assessment, not legal advice or audit services.