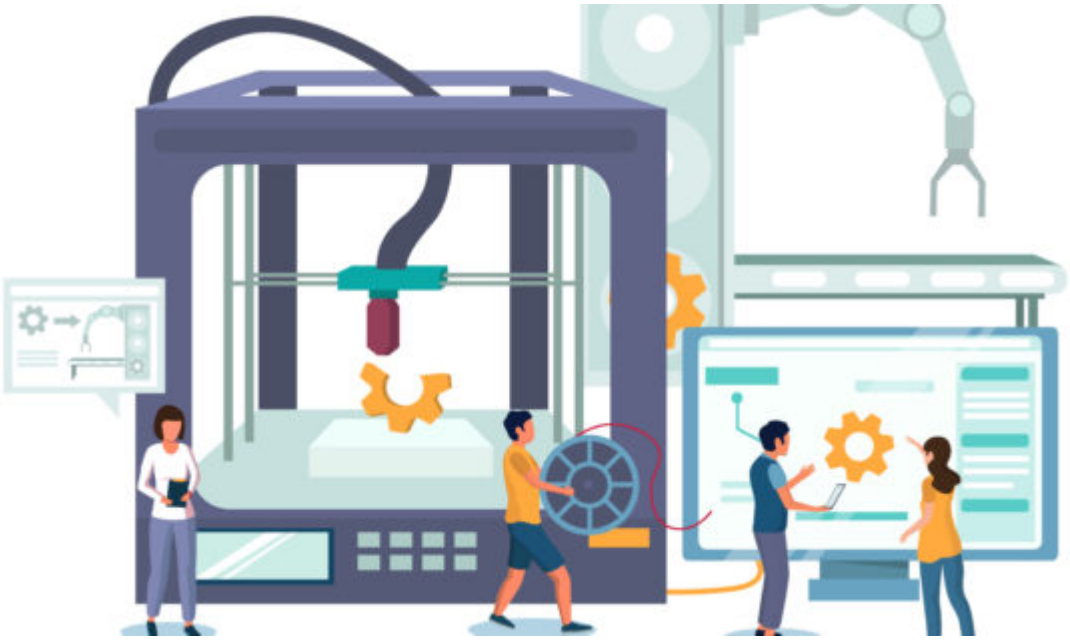
Before Your Company Invests in AI, Ask Whether There’s a Real Customer Need



Editor’s note: This piece is part of our Columnist Network series, which explores the tactical thoughts and actions from Adweek’s community of high-level experts. Today, Shutterstock CEO Stan Pavlovsky shares the strategy behind the company’s most recent tech initiative. Below, in his own words, he cautions against investing in AI just because you can.

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