

Mario Thomas FloD CDir

AI & Emerging Technology Strategist

Chartered Director and Fellow of the Institute of Directors (IoD)

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Short Biography (128 Words)

Mario Thomas is a Chartered Director and Fellow of the Institute of Directors, and a leading voice on AI strategy and governance for Boards and senior business leaders. Businesses are being remade around AI and emerging technology; Mario leads that remaking, executing it inside the business and advising the Boards accountable for it. He is currently Head of Applied AI & Emerging Technology Strategy and a Press Spokesperson at Amazon Web Services (AWS). He is the author of The Great Remaking and the creator of the Four Essences Framework, and his work is cited in the IoD Business Paper AI Governance in the Boardroom (2025). Before AWS he was Chief Digital Officer of a £177m media group and founder of a card payments platform processing nine-figure annual transactions.

Medium Biography (290 Words)

Mario Thomas is a Chartered Director and Fellow of the Institute of Directors, and a leading voice on AI strategy and governance for Boards, C-suite executives, and senior business leaders. Businesses are being remade around AI and emerging technology; Mario leads that remaking, executing it inside the business and advising the Boards accountable for it. He is currently Head of Applied AI & Emerging Technology Strategy and a Press Spokesperson at Amazon Web Services (AWS).

He is the author of The Great Remaking, the thesis that AI is not changing the tools around work but remaking the work itself, and the creator of the Four Essences Framework: one framework for the Board that governs a remaking and the operators who execute it, drawing on his named intellectual property including the AI Stages of Adoption, the Five Pillars of AI Capability, the Well-Advised methodology, Minimum Lovable Governance, and the AI Sovereignty Trilemma. His work is cited in the IoD Business Paper AI Governance in the Boardroom (2025).

His career spans three parts: Chief Digital Officer of a £177m media group, where he built the digital business from a standing start; founder and CEO of Chapter Eight, a SaaS business and card payments platform processing nine-figure annual transactions for brands including Coca-Cola and Gulf Oil; and more than a decade at AWS advising the executive teams of some of the world's largest organisations and shaping how a global field force takes AI to its customers.

An international speaker, he appears regularly at AWS re:Invent, AWS Summits across the US, Asia-Pacific and Europe, the monday.com Elevate conference, Gartner roundtables, and the IoD Chartered Director Conference. He holds a BSc in Software Engineering and a Data Science qualification from the London School of Economics.

Long Biography (556 Words)

Mario Thomas is a Chartered Director and Fellow of the Institute of Directors, and a leading voice on AI strategy and governance for Boards, C-suite executives, and senior business leaders. He writes on the subjects that matter most to organisations navigating AI at scale: strategy, governance, risk and regulation, operating models, workforce transformation, investment cases, data strategy, infrastructure, and accountability, treated not as technology commentary but as practical and governance challenges that belong at Board level.

Businesses are being remade around AI and emerging technology, and Mario's work is leading that remaking: executing it inside the business, and advising the Boards accountable for it. He is currently Head of Applied AI & Emerging Technology Strategy and a Press Spokesperson at Amazon Web Services (AWS), shaping how a global field force takes AI to its customers. As the industry moves to forward deployment, embedding engineers directly inside enterprises to build AI where the work happens, his work sits at the layer above the engineering: what gets remade, in what order, and who answers for the result.

He is the author of *The Great Remaking*, the thesis that AI is not the sixth technology wave in a familiar sequence: earlier waves changed the tools around the work, while AI remakes the work itself, through how organisations think, decide, create, and deliver. The Four Essences Framework is his response, one framework for the Board that governs a remaking and the operators who execute it, drawing on his Asset Library of named intellectual property: the AI Stages of Adoption, the Five Pillars of AI Capability, the Well-Advised methodology, and Minimum Lovable Governance, which argues that AI governance must be proportionate, embedded, and designed to be used rather than circumvented. The AI Sovereignty Trilemma maps the structural tensions between innovation velocity, regulatory compliance, and operational control as AI scales, and his MCP DNS Registry Architecture whitepaper sets out a technical and governance standard for agentic AI infrastructure. His work is cited in the IoD Business Paper AI Governance in the Boardroom (2025), produced by the Institute's Expert Advisory Group on Science, Innovation and Technology.

His career spans three parts. As Chief Digital Officer of Regional Independent Media, a £177m media group of more than a hundred regional newspapers, he built its digital business from a standing start to a £5m-turnover profit centre ahead of the group's £560m sale. As founder and CEO of Chapter Eight, a SaaS business and card payments platform, he processed nine-figure annual transactions for global brands including Coca-Cola and Gulf Oil, achieved a world-first dual PCI DSS Level 1 and Visa Merchant Agent accreditation, and led the migration of over 400 clients to the cloud. At AWS since 2015, he has built and led teams across Professional Services, Business Development, and Field Sales, advising the executive teams of some of the world's largest organisations and building the business case and adoption frameworks used to guide their transformations.

An international speaker, he appears regularly at AWS re:Invent, AWS Summits across the US, Asia-Pacific and Europe, the monday.com Elevate conference, Gartner roundtables, and the IoD Chartered Director Conference. A classically trained software engineer, he holds a BSc in Software Engineering and a Data Science qualification from the London School of Economics, a combination that informs his ability to write on technical subjects with Board-level precision rather than technical abstraction.