



Seth Butcher is a technology leader and strategist with more than 25 years of experience across three continents, driving digital transformation, information governance, and emerging technology adoption. His career has centred on building trustworthy digital ecosystems that prioritise provenance, authenticity, and long-term resilience in an era of rapidly advancing AI.

A contributing member to the **Coalition for Content Provenance and Authenticity (C2PA)**, Seth plays an active role in shaping global standards for digital trust and verifiable media. His work focuses on ensuring that organisations can confidently adopt AI while maintaining control over their data, strengthening transparency, and safeguarding the integrity of digital content in today's AI-driven world.

Seth has been instrumental in introducing AI-powered document and information management capabilities into Papua New Guinea, supporting local organisations as they modernise their digital infrastructure and prepare for the next wave of intelligent automation. His approach blends strategic vision with practical implementation, emphasising ethical governance, secure data foundations, and solutions that empower organisational users rather than replace them.

Throughout his career, Seth has guided enterprises and public institutions through complex digital change, championing systems that enhance accountability, improve operational resilience, and unlock new opportunities for innovation. He believes that AI must be grounded in verifiable truth and human-centred design and that nations across the Pacific can play a defining role in shaping what responsible, sovereign AI looks like.