



## FOR IMMEDIATE RELEASE

### Contact:

Jean Jernigan, CAE, CMP, IOM  
President

Auburn Hills Chamber of Commerce

Phone: (248) 853-7862

Email: [jjernigan@auburnhillschamber.com](mailto:jjernigan@auburnhillschamber.com)

Website: <https://business.auburnhillschamber.com/events/details/driven-by-innovation-2025-16822>

## Auburn Hills to Host First-Ever **["Driven By Innovation"](https://business.auburnhillschamber.com/events/details/driven-by-innovation-2025-16822)** Event Showcasing Global Leadership in Automation, AI, and Advanced Manufacturing

AUBURN HILLS, MI: The Auburn Hills Chamber of Commerce is proud to announce the launch of **[Driven By Innovation](https://business.auburnhillschamber.com/events/details/driven-by-innovation-2025-16822)**, a groundbreaking new event designed to spotlight the cutting-edge advancements transforming today's industries and tomorrow's workforce taking place on Tuesday, September 16, 2025, from 7:30 AM to 3:30 PM at the Auburn Hills Marriott Pontiac.

Bringing together top executives, engineers, innovators, and changemakers, **[Driven By Innovation](https://business.auburnhillschamber.com/events/details/driven-by-innovation-2025-16822)** is the first event of its kind in Auburn Hills, the city with the largest robotics footprint in North America and a powerhouse hub for global automotive, automation, advanced manufacturing, and technology companies.

"As the pace of transformation accelerates, this event offers a strategic lens on what's next from scaling AI and automation to building resilient, future-ready operations and talent," said Jean Jernigan, President of the Auburn Hills Chamber of Commerce. "It's a reflection of the momentum in our region, where global companies and local innovators are shaping Industry 4.0 and beyond."

### Key Highlights Include:

- Expert-led keynote panels featuring global thought leaders and tech pioneers: MEDC, MichAuto, FANUC, ABB Robotics, IEE, Atlas Copco, Oakland University, Kettering, Lawrence Tech, Michigan Tech, Global Automation Technologies, Oakland County, Michigan Manufacturing Technology Center
- Interactive breakout sessions on workforce evolution, automation integration, and digital transformation
- Peer-driven roundtables designed to foster collaboration across industries
- Real-world success stories and actionable strategies for innovation-led growth

Designed for OEMs, engineers, business leaders, and technology strategists, **[Driven By Innovation](https://business.auburnhillschamber.com/events/details/driven-by-innovation-2025-16822)** is more than a conference, it's a regional collaborative space for those leading the charge in smart innovation, AI deployment, and sustainable industrial solutions.

Media representatives are invited to attend, cover the event, and interview key speakers and participants.

For press access or media inquiries, please contact Jean Jernigan at [jjernigan@auburnhillschamber.com](mailto:jjernigan@auburnhillschamber.com).

**To learn more or register, visit:** <https://business.auburnhillschamber.com/events/details/driven-by-innovation-2025-16822>

### About the Auburn Hills Chamber of Commerce:

The Auburn Hills Chamber of Commerce unites organizational leaders in driving a world-class business community fueled by innovation, automation, and a global perspective. Representing over 95,000 employees across companies of all sizes—from Fortune 500s to local entrepreneurs—the Chamber reflects the diversity and forward-thinking spirit of a city that's 80% business. Through strategic programming, workforce connections, and regional collaboration, the Chamber creates opportunities that accelerate growth and shape the future of industry.