



Digital Commerce Roundtable: Agentic AI



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On 14 May 2025 we held a Digital Commerce Roundtable which explored the use case for Agentic AI and its implications for businesses, developers and consumers. The roundtable was hosted by **Laura Clatworthy** (Partner, Head of Digital Assets, Edwin Coe) and **Helen Disney** (Director, Unblocked) and moderated by **Jonny Fry** (CEO, Team Blockchain).

Key takeaways from the discussion:

- We started the roundtable with an insightful overview and demonstration from **Aarti Samani (CEO of Shreem Growth Partners)** of Agentic AI Deepfake Fraud. Aarti demonstrated how deepfakes allows one person to create multiple personas. She explained how rogue nations are targeting the financial services sector and critical infrastructure by stealing identities or creating synthetic identities who communicate 'in person' via telephone and online video conferencing, securing remote jobs and thereby gaining unrestricted access to confidential information which they pass back to the rogue nation. They may also plant malicious code or provide backdoor access for the rogue nation and plant ransomware.
- **Jason Nabi (Founder and CEO of Wealth.ai)** discussed the potential that Agentic AI has in wealth management, predicting that wealth managers can gain 20% in productivity with the same reduction in headcount by building and using agents, for example by applying a client's investment criteria to the products available on its platform with the view to an employee then reviewing the report generated, and executing orders. **Jonny Fry** supported this prediction, having researched Bank of America's use of an AI chatbot in IT support, which cut IT support calls by more than 50%.
- A number of questions were discussed around the table, including "automation bias", which is the propensity for humans to favour suggestions generated by AI. It was agreed that business agility and training would be key for proper implementation and management of "agents" to avoid this pitfall.
- **Yiming Yang (Chief AI Officer at Eunice AI)** gave the view that AI agents are not yet capable of making decisions and employees of companies using agents need to work closely with them to review their process and decisions. Even in this case, the use of agents in wealth management would allow one fund manager to manage multiple funds instead of a single fund. The potential for job creation opportunities in Agentic AI was discussed, balanced against inevitable job losses. For example, employees will be required to interrogate an agent in order to oversee the quality of the content and output, and will therefore need to understand the inputs, methodology and knowledge used.
- **Simran Singh, AI Lab Lead at the Financial Conduct Authority** introduced the FCA's approach to AI and reiterated that firms should not be afraid to innovate with the use of Agentic AI, but that in doing so they must leave breadcrumbs evidencing accountability. This led to a discussion about controls and liability, raised by panellist **Daniel Tunkel** (Partner, Head of Financial Regulation, Edwin Coe). Simran confirmed that the Financial Conduct Authority's immediate and current stance is that accountability does and will continue to lie with the firm using AI and such a firm must be responsible as if it was doing the work itself. It was noted by **Laura Clatworthy** (Partner, Commercial Litigation and Head of Digital Assets, Edwin Coe) that the new operational resilience regulation in the UK, which affects

ICT providers in financial services, carries personal director liability. It was agreed that this could be reassuring and beneficial if applied in the UK in the context of AI.

Our thanks to the contributors to the roundtable: **Aarti Samani** (CEO, Shreen Growth Partners), **Simran Singh** (AI Lab Lead, Financial Conduct Authority), **Yiming Yang** (Chief AI Officer, Eunice.AI), **Jason Nabi** (Founder, CEO Wealth.ai), and **Daniel Tunkel** (Partner, Head of Financial Regulation, Edwin Coe)



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