



(UBS)

Video: USD 3.5 Trillion behind the AI boom

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A new UBS report suggests the true cost of AI extends far beyond reported debt.

Barry Gill, Head of Asset Management at UBS, says that as companies race to build data centers, secure power, and expand computing capacity, hidden obligations are swelling into one of the largest investment cycles in modern history.

- Watch the latest video [here](#).
- To watch this episode and more, please visit ubs.com/studios.

Barry Gill has been Head of Investments since November 2019 and is a member of the UBS Asset Management team. In this role he is responsible for UBS Asset Management's direct public and private markets capabilities.

He was Head of Active Equities within UBS Asset Management from early 2016 and, before that, joined O'Connor in 2012 as a member of the management group where he ran a concentrated long/short strategy.

Prior to joining O'Connor, Barry was head of the Fundamental Investment Group (Americas) for nearly six years within UBS Investment Bank, investing and trading the firm's principal capital.

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