# RBC launches AI innovation team poised to add C$1bn to profits



The Royal Bank of Canada (RBC) has made headlines with the launch of a new artificial intelligence (AI) and digital innovation team aimed at revolutionising its capital markets division. Establishing hubs in key financial centres such as New York, Toronto, and London, RBC is positioning AI as a cornerstone of its growth strategy, signalling a significant shift in the way financial institutions are integrating technology. This strategic initiative will be spearheaded by Lindsay Patrick, the newly appointed Chief Strategy and Innovation Officer, with Bobby Grubert, a seasoned expert in AI initiatives like Aiden, taking the helm as Head of AI and Digital Innovation.

The implications of this move are profound. RBC anticipates that the integration of AI into its operations could contribute up to C$1 billion (approximately $722 million) to its profits, underlining the importance of AI in enhancing efficiency and streamlining operations. The bank has garnered endorsements from industry leaders, such as Nvidia's CEO Jensen Huang, who has praised RBC’s efforts and potential in the AI realm. As noted by Derek Neldner, head of RBC’s capital markets division, AI technologies are already being leveraged to optimise trading processes and enhance research analytics, setting a precedent for the future operations of the bank.

The growing emphasis on AI reflects a broader trend within the financial sector, where institutions are increasingly recognising the need to advance their technological capabilities. Rivals like the Bank of Montreal have similarly appointed chief AI officers to propel their digital transformation efforts, indicating that the adoption of AI technologies is becoming a competitive necessity rather than a luxury. With AI now seen as the new currency in banking, firms are not merely automating routine processes; they are reshaping their entire operations to secure a competitive edge in the market.

Moreover, RBC's commitment to ethical and responsible AI deployment cannot be overlooked. As it integrates advanced AI technologies, the bank has prioritised principles like privacy, security, accountability, fairness, and transparency. These values echo the increasing calls for ethical guidelines in the rapid adoption of AI across various sectors. RBC’s ventures, such as its collaboration with Red Hat and Nvidia to develop an advanced AI computing platform, are designed not only to enhance operational efficiency but also to ensure robust ethical practices in AI deployment.

Additionally, RBC has positioned itself as a leader in AI research and development through its Borealis AI initiative. This dedicated research centre focuses on creating innovative AI solutions that address core challenges in the financial services sector. With tools like NOMI, which assists retail customers in managing their finances, and Aiden, an electronic trading platform tailored for global clients, RBC is making strides in delivering personalised client experiences and redefining financial interactions.

The broader context of these developments is shaped by a rapidly evolving economic landscape that demands agility and adaptability. As financial institutions navigate uncertainties, including the impacts of tariffs and other geopolitical factors, embracing AI technologies could provide the stability and advancement needed to remain competitive. RBC’s strategic shift towards AI not only positions it well in the current market but also exemplifies the future trajectory of financial services as they adapt to an increasingly digital world.

In summary, RBC's establishment of an AI and digital innovation team underscores the shift towards technological integration in the banking sector. By fostering a culture of innovation and responsible AI deployment, RBC is poised to enhance operational efficiency, deliver personalised client experiences, and maintain its lead in a competitive financial landscape. The integration of AI may soon emerge as not just a strategic advantage, but a vital necessity in shaping the future of banking.

**Reference Map**1 - Paragraphs 1, 2, 3, 4, 5
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7 - Paragraph 5

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://finimize.com/content/rbc-drives-growth-with-new-ai-and-digital-innovation-team> - Please view link - unable to able to access data
2. <https://www.reuters.com/world/americas/rbc-sets-up-new-ai-team-capital-markets-unit-2025-05-21/> - Royal Bank of Canada (RBC) has established a new artificial intelligence (AI) and digital innovation team within its capital markets division to drive future growth through advanced technology. With hubs in New York, Toronto, and London, the team will be overseen by newly appointed Chief Strategy and Innovation Officer Lindsay Patrick. Bobby Grubert, who previously worked on RBC's generative AI platform Aiden and data research tool RBC Elements, has been named Head of AI and Digital Innovation. RBC expects to generate up to C$1 billion ($722 million) from AI investments, highlighting the strategic importance of AI in the bank’s growth. CEO Dave McKay pointed to positive feedback from Nvidia's CEO Jensen Huang and emphasized that AI will enhance training, streamline operations, and increase efficiency. The capital markets division, led by Derek Neldner, is already leveraging AI in electronic trading and automation. RBC’s move aligns with broader industry trends, as rival institutions like Bank of Montreal also invest in AI leadership and capabilities to streamline tasks, detect fraud, and optimize services.
3. <https://www.rbc.com/our-impact/technology/artificial-intelligence.html> - RBC is integrating artificial intelligence (AI) into its operations to enhance client experiences and operational efficiency. The bank emphasizes responsible AI principles, including privacy, security, accountability, fairness, and transparency. RBC's AI initiatives encompass electronic trading platforms like Aiden, which utilizes deep reinforcement learning for real-time market adaptation, and the Enterprise Data & AI Platform, enabling data-driven insights across the organization. The bank also supports AI research through RBC Borealis, its dedicated AI research center, and invests in the AI community to bolster the global AI ecosystem.
4. <https://www.newswire.ca/news-releases/royal-bank-of-canada-and-borealis-ai-announce-new-ai-private-cloud-platform-developed-with-red-hat-and-nvidia-897951381.html> - Royal Bank of Canada (RBC) and its AI research institute Borealis AI have partnered with Red Hat and NVIDIA to develop a new AI computing platform designed to transform the customer banking experience and help keep pace with rapid technology changes and evolving customer expectations. The platform, powered by Red Hat OpenShift and NVIDIA’s DGX AI computing systems, delivers intelligent software applications and boosts operational efficiency for RBC and its customers. RBC’s AI private cloud has the ability to run thousands of simulations and analyze millions of data points in a fraction of the time than it could before. The flexible and highly reliable self-service infrastructure will allow RBC to build, deploy and maintain next-generation AI-powered banking applications.
5. <https://www.reuters.com/business/finance/canadas-rbc-says-ai-investments-shape-growth-strategy-2025-03-27/> - Royal Bank of Canada (RBC) CEO Dave McKay underscored the role of artificial intelligence in fueling the top Canadian lender's next phase of growth. He highlighted RBC's ambition to deliver more value and personalized experiences while becoming more cost-efficient. The bank also aims to increase its share across all businesses in Canada, while growing fee-paying businesses such as capital markets and wealth management. However, McKay noted that uncertainties caused by tariffs could slow some of the bank's momentum, as companies in certain sectors are deferring investments until they have greater certainty on ... .
6. <https://rbcborealis.com/news/rbc-maintains-strong-ai-leadership-position-in-financial-services/> - RBC is committed to building innovative, leading-edge solutions that deliver insightful and personalized client experiences, and have a meaningful impact in clients’ lives. The bank's leadership position in the Evident AI Index reflects this commitment. RBC was an early adopter of AI with the 2016 launch of Borealis AI, a research institute that develops novel AI solutions addressing fundamental challenges in financial services. As AI technology has evolved, it has become a core strategic enabler for insights into how RBC runs its business. The bank emphasizes a responsible and ethical approach to AI, ensuring high standards of accountability, fairness, privacy and security, and transparency in all its AI efforts.
7. <https://jobs.rbc.com/ca/en/ai-expertise> - RBC has established Borealis AI, a dedicated AI research centre, to leverage the power of AI and better understand clients, aiming to rethink the way the bank delivers exceptional advice and personalized experiences. Borealis AI works closely with business partners to develop prototypes and commercialize AI expertise for unique client products and services. Over the last few years, the Tech@RBC team has collaborated with business teams to bring multiple AI-enabled products to market, allowing RBC to serve clients in new and meaningful ways. Examples include NOMI, which uses data-driven insights to help retail customers better manage their finances, and Aiden, an AI-powered electronic trading platform built for global clients.