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# **A Unified Approach to Knowledge and AI Transformation**

## **Knoco International and Knowledge Associates International Announce Strategic Global Collaboration**

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CAMBRIDGE, UNITED KINGDOM / TEXAS, UNITED STATES — 15 APRIL 2026

Knoco International and Knowledge Associates International today announced a strategic global collaboration aimed at helping organizations transform how knowledge can be created, shared, and applied in an era increasingly shaped by Artificial Intelligence (AI); This collaboration will enable more talented and diverse consultants, educators, process innovators and technologists, across more countries, provide new trusted systems of KM and Innovation.

As organizations across industries accelerate their adoption of AI, many continue to face a critical challenge: the inability to systematically capture, structure, and reuse knowledge derived from experience. At the same time, valuable expertise often remains fragmented across teams, systems, and organizational boundaries.

This collaboration brings together two globally recognized leaders in Knowledge Management to support organizations as they navigate increasing complexity, rapid technological change, and growing pressure to turn knowledge into action. At the center of the collaboration is a shared belief that the future of both Knowledge Management and AI lies in treating them as strategic assets that work together to improve performance, learning, decision making and organizational effectiveness.

“Artificial Intelligence models are most effective together with effective knowledge management,” said Ron Young, CEO of Knowledge Associates International. “Organizations that invest in quality knowledge assets and governance will be the ones that realize the full value of AI. This collaboration allows us to combine thought leadership and decades of practical experience, with globally recognized principles, systems and standards”.

Cory Cannon, President and CEO of Knoco International, added, “For many years, organizations have struggled to manage knowledge as a strategic asset. With the emergence of AI, this challenge has become even more urgent. By working together

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with Knowledge Associates International, we are providing organizations with a comprehensive approach that aligns knowledge, innovation, and AI with international regulations and standards.

Through this collaboration, Knoco International and Knowledge Associates International will help clients improve learning from experience, strengthen knowledge retention, collaborate, advance Communities of Practice, innovate and build governance approaches and platforms aligned with international standards, including ISO 30401 for Knowledge Management, ISO 56001 for Innovation Management, and ISO 42001 for Artificial Intelligence.

Together, the two organizations are advancing a practical vision for the future of AI, Innovation and Knowledge Management: When integrated effectively, they enable organizations to create more collective and systematic knowledge, make better decisions, improve resilience, accelerate innovation, and create lasting strategic value.

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