

Max Maisonrouge Contributes to *The Bretton Woods Committee's Paper on The Use of Generative AI to Provide Financial Advice*

April 2026

Katten Private Credit Partner Maximilien Pucci-Sisti Maisonrouge, a member of *The Bretton Woods Committee's Working Group on Artificial Intelligence (AI) in Finance*, contributed to *The Use of Generative AI to Provide Financial Advice: Opportunities and Risks*, the second paper in the Committee's AI series. The paper examines how generative AI is transforming the delivery of personal financial advice. It explores the opportunities it unlocks and the risks it creates while identifying the core elements required to support its responsible deployment.

Generative AI has the potential to fundamentally reshape financial advice by expanding access, reducing cost and enabling continuous, highly personalized engagement. The paper highlights that AI-enabled personal financial advisers can shift advisory interactions from episodic, transaction-based exchanges to ongoing, adaptive dialogue, while also introducing new challenges with respect to accuracy, accountability, bias, privacy and consumer protection. The paper further surveys existing sector-specific regulatory frameworks and emerging AI-specific supervisory guidance across the United States, the European Union, and the United Kingdom and outlines foundational principles for effective AI governance within financial institutions.

["The Use of Generative AI to Provide Financial Advice: Opportunities and Risks,"](#) *The Bretton Woods Committee*, April 2026

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