

Ani Attamian

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The problem you name is rarely the one costing you.

Ani Attamian has spent more than two decades inside the enterprise, agency-side in product development and marketing, then in senior roles at Google. She knows how enterprises run. She also knows why they break.

The call comes from organisations building AI on cracked ground: siloed data, disconnected decisions, millions a month lost on bets that fix one layer and leave the rest. The stated problem is never the real problem. The CMO solves theirs, the CTO theirs, the CFO theirs, and no one connects them. Ani founded LEMA® Collective to do exactly that.

The method is personal. After her mother, a psychotherapist, was killed by a patient, Ani spent two years treating every symptom and never the cause, until she was close to a silent stroke. It stopped her. She faced what she had avoided, then rebuilt. It now has a name: the Data-to-Decision Sequence. Expose the real problem, rank what matters, build on ground you have checked.

On stage, she diagnoses. She will not confuse being liked with being useful, and she will not let anyone build before the real problem is named. Teams leave knowing what to fix first. And why.

She serves as a Board Adviser to the ARI Literature Foundation, championing educational access.



22+

years inside the enterprise

11+

years leading at Google

Thousands

C-suite leaders reached

Word Count: 207

