

Ani Attamian

Ani Attamian spent two decades in enterprise marketing and strategy, including senior leadership at Google. Then she founded LEMA® Collective. She walks into organisations mid-transformation and finds the problem beneath the problem, the one draining millions per month while everyone patches the wrong layer. Her method, now titled the Data-to-Decision Sequence, was forged in the years after she lost her mother to a patient who killed her, when she learned what treating symptoms and ignoring the cause nearly cost her. She serves as a Board Adviser to the ARI Literature Foundation, championing educational access.

Word Count: 91



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*The problem you name is rarely
the one costing you.*

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