

# Ani Attamian

Ani Attamian is a keynote speaker and business advisor. She spent two decades inside the enterprise, including eleven years at Google, where she ran the retail, technology and consumer electronics side of the business. Then she founded LEMA® Collective. She names the one root cause behind a stalled transformation, the one draining millions per month while sales, marketing, operations, finance and data teams each patch separate layers. Her Data-to-Decision Sequence was forged from personal experience.

Word Count: 75

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

22+

years inside the enterprise

11+

years leading at Google

Thousands

C-suite leaders reached

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