

MEDIA KIT

Ani Attamian

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

AI & business transformation keynote speaker
Founder & Chief Solution Designer, LEMA® Collective

ABOUT

The bio

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

1000s

C-suite leaders reached

BS, Business Administration, Northeastern University · MS, Media, Boston University.

What Ani speaks about

01

Human Systems Break Before the Technology Does

Finding the problem your organisation is avoiding, before it costs you the year. The flagship keynote on why the stated problem is rarely the real one.

02

You're Building the Wrong Thing

Telling building apart from fixing on your own roadmap, before next quarter's budget locks the loop in for another year.

03

Your AI Is Standing on Broken Data

The \$12.9M bill your board has never seen, and the foundations your AI ambitions need before they can return anything.

Formats: keynote, headline keynote, panel or fireside, half or full-day workshop, and strategic advisory. Every talk is tailored to the audience and the decision the room needs to make.

AT A GLANCE

Trusted on stage, and behind the scenes

SEEN ON STAGE AT

GCVA Global Conference · World Travel Market · SXSW London · ai@media Conference
· International Congress ACI, Abu Dhabi · Bologna Audio Forum · The Bookseller
FutureBook · Google Think B2B · ANTOR · The London Book Fair · King's College
London

WORKED WITH

Walmart · Dyson · Disney · Dell · Nissan · Four Seasons · Penguin Random House ·
HarperCollins · Oxford University Press · Cambridge University Press · Revolut · Marc
Jacobs · Kaiser Permanente · GoPro · Whirlpool · HSBC · P&G · Revlon

REACH

8,000+ LinkedIn followers · Audiences from Disney, LEGO and Hotels.com · Based
between London and Boston, speaking worldwide

Testimonials

“She took us on a journey through the customer’s eyes, and really challenged our attendees to reflect on their own programmes and customer engagement.”

Dr Hannah Shimko · Managing Director, Gift Card & Voucher Association

“Genuinely insightful, audience-focused content, tailored perfectly to our objectives. A speaker who truly delivers.”

Brooke Gilbertson · Conference Manager, World Travel Market

“The rare ability to take complex issues and translate them for the masses without dumbing down the detail. The perfect intersection of tech, consumer and publisher knowledge.”

Nathan Hull · Chief Strategy Officer, Beat Technology AS

“She grounds abstract AI concepts in real scenarios, argues with precision, and backs up her points with concrete examples.”

Silke Modjesch · Event Programmer, Digital Publishing Report

Suggested questions

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- 01 Most conversations about AI focus on adoption. You focus on what happens after. What does the remediation trap actually look like inside an organisation?
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- 02 You talk about consumer mistrust as an emotional experience, not just a behavioural one. What triggers it, and why do most brands miss the moment it happens?
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- 03 Where does technology most commonly fail the people it is supposed to serve, and who is usually responsible for closing that gap?
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- 04 You use the phrase 'optimise for the gaps'. What gaps are you referring to, and why do they tend to go unmapped?
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- 05 What did your Google tenure show you about why large organisations constantly struggle with the same problems?
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- 06 What does a business that has genuinely earned consumer trust do differently from one that just assumes it has?
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- 07 AI investment is accelerating everywhere. What question should leadership be asking before they spend, that most are not asking?
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- 08 You work with a philosophy centred on growing people into expanded roles. What does that look like in practice when AI is part of the brief?
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- 09 What is the one thing most leadership teams know is broken but keep working around instead of fixing?
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IN THE MEDIA

Selected press

ALL ABOUT DIGITAL PUBLISHING

“Until your foundation is clear, any AI investment risks becoming theatre”

THE BOOKSELLER

“From SEO to AEO”

ALL ABOUT DIGITAL PUBLISHING

“We are in the Napster-era of generative AI”, with Human Native AI’s James Smith

RIYADH REVIEW OF BOOKS

The Sound of the Future: Mapping the Next Chapter in Audio Publishing

TTN WORLDWIDE

Collaboration key to tackle overtourism, say experts at WTM London

THE BOOKSELLER · PUBLISHING PERSPECTIVES

Auto-narration and the ‘All About Audio’ conference series

Full, linked coverage at anispeaks.com/press.

GET IN TOUCH

Book Ani

“Change is constant; navigate it with ease.”

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WEBSITES anispeaks.com · lemacollective.com

PODCASTS & MEDIA calendar.app.google/PJ1FXpx1DvCUPDvw9

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