

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 up to £10M a 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.



FORMATS

Keynote · Advisory · Panel · Workshop

SIGNATURE KEYNOTES

01 Human Systems Break Before the Technology Does

Finding the problem your organisation is avoiding, before it costs you the year.

02 You're Building the Wrong Thing

Telling building apart from fixing before next quarter's budget locks the loop in.

03 Your AI Is Standing on Broken Data

The \$12.9M bill your board has never seen, and the foundations AI needs first.

TRUSTED BY



Client testimonials

“

Ani has 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

“

She took us on a journey through the customer's eyes, and challenged our attendees to reflect on their own programmes.

Dr Hannah Shimko
Managing Director

GIFT CARD & VOUCHER ASSOCIATION

“

Comprehensive analysis, practical guidance and relevant examples. Both accessible and transformative.

Tracey Poggio FCIM
Chair, ANTOR

ASSOCIATION OF NATIONAL TOURIST OFFICES

“

Generous with her knowledge, highly engaging with students, and a huge contribution to the learning experience.

Paul Spence
Digital Humanities

KING'S COLLEGE LONDON

“

She grounds abstract AI concepts in real publishing scenarios, and argues with precision.

Silke Modjesch
Event Programmer

DIGITAL PUBLISHING REPORT, AI@MEDIA

“

Ani's strategic insights and tactical awareness have been invaluable. She adroitly combines deep industry knowledge with business acumen plus an easy-going nature which means she is a dream to work with.

Madhav Chinnappa
Strategic Advisor

EX-GOOGLE NEWS · BBC · ASSOCIATED PRESS

“

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

Brooke Gilbertson
Conference Manager

WORLD TRAVEL MARKET

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Ani is a true partner. No matter how off-the-wall, complex, or unprecedented the solution you need, she's the one to bring it to. In an era of both AI anxiety and AI possibility, Ani can assure skeptics and dream with the dreamers. Thoughtful, resourceful, creative, and optimistic, she's a joy to collaborate with and a great person to have in your corner.

Meredith Barnes
Brand Strategist & Podcast Producer

ETHICAL AI IN PUBLISHING SUMMIT