Ani Attamian

PRESS & MEDIA



Ani Attamian is a business transformation keynote speaker and advisor, and a former Google leader. Over more than 22 years across media, product and technology, eleven of them at Google, first in top customer sales and then leading publishing product partnerships across Europe, the Middle East and Africa, she has learned how enterprises run and why they break.

Her keynotes start from an uncomfortable premise: most organisations are solving the wrong problem, or avoiding the real one, and staying busy is the most convincing way to avoid it. Ani asks the questions that reach what a business has been putting off, then turns the answer into a plan the room owns, using a method she calls the Data-to-Decision Sequence: expose the real problem, rank what matters, and build on ground you have checked.

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 it nearly cost her too. Facing what she had avoided is the playbook she now takes apart inside organisations.

AI is where this shows up most sharply today, and she speaks on AI sovereignty and IP, enterprise adoption, and the choice between building and buying. She founded LEMA Collective to do this work inside organisations, and serves as a Board Adviser to the ARI Literature Foundation, championing educational access. Audiences leave knowing what to fix first, and why.

AVAILABLE FOR COMMENTARY ON

- AI sovereignty and IP protection
- Enterprise AI adoption
- Build versus buy
- Publishing and the creative industries
- Retail AI adoption
- Business transformation

SELECTED STAGES

Gift Card & Voucher Association · wtm LONDON · SXSW LONDON · THE tourism SOCIETY

MEDIA ENQUIRIES

To enquire about a keynote, panel or interview, email comms@lemacollective.com or visit aniattamian.com.