

Ani Attamian

KEYNOTE SPEAKER & ADVISOR

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, she has seen how organisations run and why they break, a conviction shaped as much by her own life as by her career. On stage she names the problem a business has been avoiding and turns it into a plan its teams can act on, using a method she calls the Data-to-Decision Sequence: expose the real problem, rank what matters, build on ground you have checked. She founded LEMA Collective and advises the ARI Literature Foundation.



SIGNATURE KEYNOTES

01 Human Systems Break Before the Technology Does

The flagship. Finding the problem an organisation is avoiding, before it costs too much to fix.

02 You're Building the Wrong Thing

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

03 Your AI Is Standing on Broken Data

The bill your board has never seen, and the foundations your AI needs before it can return anything.

THE METHOD · THE DATA-TO-DECISION SEQUENCE

Expose the real problem, rank what matters, and build on ground you have checked.

SPEAKS ON

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

AUDIENCES & STAGES

Audiences have included leaders from Disney, LEGO and Hotels.com, and stages such as World Travel Market London, FutureBook and The Tourism Society.

