



# LITAL MAROM

Innovation Strategist and Visionary



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# Lital is a futurist extraordinaire!

Sofia Natal  
Global Customer Experience Transformation  
IBM



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NORTHWEST FLORIDA  
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**LET'S GET  
REAL!**





# A Little Bit About **Lital**



You know the saying “disrupt or get disrupted? Well, Lital shows business leaders how to disrupt themselves and make emerging technologies work for them! Enabling them to create a new path to increase customer loyalty, enter new markets, and apply new ways of thinking that unlocks the potential of their business.

Some of her clients include **Thomson Reuters, ManuLife, Google, Mercedes-Benz, BBC, Philips, HSBC, Allianz, IBM, RBC, Vodafone, Nike and GE.**

Lital led the global strategy and sales of Fortune 100 corporations across three continents before going on to found four companies: **UNFOLD, BDN Ventures, Beyond and the Academy of Tomorrow.**



**Click to view Lital's content on these platforms:**



Lital is a sought-after keynote speaker and a seasoned lecturer of innovation, data strategies, business model innovation, digital disruption and transformation. She applies her extensive experience working closely with executive teams on large digital transformation projects to leading recurring Master Classes at **Spark Institute**, **IBS Business School** and **Singularity University**.

She is a keynote favourite who has spoken at **TED**, and a long list of industry conferences including **MEF**, **IAB**, **GSM**, **Mobile World Congress Asia**, **CIMC**, **NAB** and **iHollywood**.

Lital started her career in engineering and product management in Israel and Europe. She is a thought leader on agile business processes, impact and digital transformation of businesses. She holds a Computer Science and Business degrees from **IDC**, studied investment banking at **NYU's Stern School of Business**, Transformative Strategies and Artificial Intelligence at **MIT's Sloan School of Management**, and she is a fellow of **THNK School of Creative Leadership**.



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**Lital is inspiring and  
exhilarating!**

Fernanda Doria  
Head of Mid Market Sales, Google



# Lital Introduces Leaders to the Frontier of Innovation

What needs to happen before you can transform and disrupt your business?

**Lital provides business leaders with practical inspiration that future proofs their business and pushes them beyond their limitations.**

How does one innovate their business especially during a crisis? How has technology shaped different industries?

**AI, machine learning, deep learning, IoT— Lital shows how these are useful to your organization and how it can create the foundation to scale and grow your business.**

How can you use the data you're already capturing to grow into new markets?

**Lital illustrates how the artificial boundaries of your business start to dissolve when you have a digital transformation strategy.**





# How **Lital** Presents

Lital is a highly respected keynote speaker and has been featured at conferences all over the world. With a captivating style, energy and wisdom, she inspires, informs and motivates global corporate audiences.



# **Lital's** Areas of Expertise

- **Future of Business**
- **Digital Transformation**
- **Artificial Intelligence / Generative AI**
- **Business Model Innovation**
- **Digital Ecosystems**
- **Future of Work**
- **Digital Leadership**
- **Building High Performing Teams**





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## **Deeply inspired by Lital's knowledge**

Eszter Szabo  
Regional Corporate Communications & PR  
General Electric (GE)





The global pandemic has completely re-shaped our world. Consumers, employees, and the marketplace have all dramatically changed over the last two years and companies unable to keep up have failed. To survive today's high-velocity era of constant disruptive change, leaders need to re-imagine how their organizations operate, and they need to do it today.

Innovation strategist Lital Marom takes audiences on a deep dive into the new patterns of success and how innovation sits at the heart of it. Sharing key insights from her breakthrough innovation framework, she shows organizations how to scale faster, increase profit, and maintain their competitive edge in this new world of work.

**Key takeaways:**

- The new operational foundations of today's thriving businesses.
- How to build a learning culture to empower your people and tap into innovation.
- The key mindset shifts needed to think bigger, think exponentially and increase agility.

TOPIC:

## Future of Business

New World. New Rules.



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The In this provocative and inspiring keynote, Lital Marom will guide the audience through a journey into a world reshaped by the most disruptive organizations and artificial intelligence (AI) - a journey that will illuminate a future created by the intertwining of human potential and machine capabilities.

Marom will challenge the conventional wisdom of disruption. In the age of AI, disruption is no longer about displacing old technologies with new ones. It's about reimagining the very way we think, work, and lead. It's about harnessing the power of AI to challenge the status quo, transcend barriers, and create new value.

She will delve into real-life examples and strategies of AI, from industries as diverse as healthcare and entertainment to education. Drawing from these examples, the audience will discover how AI is not just changing our world but also creating new ones.

TOPIC:

## **The Power of AI** Unleashing a New Era





## Key Takeaways:

- Uncover the potential of AI to democratize innovation and understand how to leverage it in your own business.
- Investigate strategies that combine human creativity with AI capabilities, focusing on a collaborative rather than competitive approach with technology.
- Identify the key skills needed in an AI-dominated workplace and methods to foster continuous learning, adaptability, and creativity.
- Understand the significance of ethical AI practices that ensure the benefits of technology reach everyone, considering potential issues of bias and inequality.
- Reframe disruption as an opportunity for growth. Change your perspective on disruption, viewing it as a springboard for innovation, growth, and progress rather than a hurdle.
- Develop a proactive mindset towards shaping a future, understanding the importance of taking an active role in this transformative era.





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Innovation strategist Lital Marom takes audiences on a deep dive into the importance of building an adaptive and agile organization and how innovation sits at the heart of it all. She shows organizations how to leverage creative thinking, push beyond the status quo, access new markets, and maintain their competitive edge in this constantly changing world.

In this keynote, Marom will take you through a new method of proactive leadership thinking that is relevant to all executives that operate in today's high-velocity digital era of constant disruptive change. She will explain how you could systematically explore new opportunities to transform your business before someone else will.



TOPIC

## Unleash your Digital Potential

How to Foster Innovation & Agility

## Key Takeaways:

- Acquire actionable strategies to unleash your digital potential and create new opportunities for transformation.
- Gain a deeper understanding of exponential thinking and how to leverage it to build an agile and adaptive organization.
- Discover how to cultivate a learning culture to empower leaders and their teams with innovative mindsets and skillsets.
- Learn the fundamental shifts that must occur at the organizational level to develop a digital-first business that will embrace emerging technologies to drive growth and change.





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# Lital Marom is a global best in class

Heath Brown  
Head of Innovation, Commonwealth Bank



**Commonwealth**Bank

TOPIC:

## **Future of Work**

### DIGITAL Leadership in a Hybrid World

2023 is putting everyone's (digital!) leadership skills to the test. Leaders are under a lot of pressure to perform in the new global and virtual world of work. As we navigate a time of constant change, the only certainty is that more change is coming. Our response today will dictate our success tomorrow, requiring a new level of adaptable, agile and digital leadership.

So how do we move past uncertainty to adapt and thrive in a radically evolving future? How do we inspire individual team members to become great teammates while working remotely? What if our teams were not only driven to achieve goals with each other but for each other? With years of experience leading remote teams across North America and Europe, Lital Marom will show your organization how to build the teams and the leaders of tomorrow. Learn techniques and tools that you can apply immediately to cultivate high performance and agility in your remote workforce. Marom will introduce new ways to transform implicit assumptions into explicit action and help you set the foundation for an inclusive culture rooted in psychological safety.

Together, these powerful strategies will not only maximize performance and improve team collaboration, but also help to uncover and capture new growth opportunities while mitigating the unexpected risks that will inevitably occur in our constantly changing world.



## Key Takeaways:

- How to achieve effective communication and collaboration despite the geographical and physical distance of remote teams.
- How to engage and motivate your remote teams to establish a winning spirit.
- How to align individual goals with the team's objectives in order to achieve outstanding business results.





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TORONTO

Mayor John Tory  
Speaker Frances Nunziata  
Deputy Speaker Shelley Carroll





TOPIC:

## **Exponential Transformation in 2023**

In this presentation, Lital will explore the shifts (thinking models and business models) and the fundamental principles that separate successful companies from the rest in our digital economy. As companies hurry to develop new digital capabilities to build resilience and retool for the post-pandemic world, setting up your digital transformation foundation is critical now more than ever. During this presentation, Lital will explain how you can future-proof the foundation of your business so that you could systematically explore new opportunities to innovate and transform your business before someone else does.



## Key Takeaways:

- Explore new ways to structure and operate your business to unlock its potential.
- Hear how the world's most disruptive innovators are reshaping their world and yours.
- Learn about the importance of exponential (vs. linear) thinking and how it can serve you to grow and transform your future.



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**Excellent and thought  
provoking!**

Andrew Pearce  
Head of Operational Strategy  
Thomson Reuters





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# Designed to *disrupt*

**pwc**

Company Services

		
James Moore Senior Director, Office	Edie Martin Senior Director, Office Executive Digital Consultant	Bryan Hugg Senior Director, Office

**pwc**







Over the past decade, some of the most profitable and successful companies such as Amazon, Apple, Facebook, Google, PayPal, Alibaba, Uber— have upended entire industries.

Their secret? **The Platform Business Model.**

The platform business model is crushing that pre-internet way of thinking by building large empires with minimum investment. The platform market is one of the most important economic and social developments of our time.

Marom shares how legacy companies can transform their business into a platform-based business. What are their unique opportunities and key advantages to tap into new markets and new sources of revenue using the assets and capabilities that they already have?

In this exhilarating talk, Marom shows leaders how to disrupt themselves before someone else does— by thinking BIG and acting FAST.

TOPIC:

**Think BIG, Act FAST**

Winning in the Digital Economy





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## CREATE A CUSTOMIZED TALK:



There are several foundational keynotes that Lital delivers on a regular basis to corporates.

Each topic can be personalized to your company and industry. Lital can also combine elements of each of these topics as desired.



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To learn more about Lital's **Unleash your DIGITAL Potential** Masterclass:  
[reach@UNFOLDmediagroup.com](mailto:reach@UNFOLDmediagroup.com)

To book Lital to **keynote** at your upcoming event: [reach@litalmarom.com](mailto:reach@litalmarom.com)