HiCue speakers
Higher Content & Inspiration



LITAL MAROM

4 x Tech Entrepreneur & AI Visionary, Trusted by Fortune 50 CEOs

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- Leading authority on innovation, her clients include prominent global brands (such as GE, Vodafone, Allianz, Philips etc.) and she is a contributing writer for Forbes
- Empowers business leaders with the innovation tools required to enter new markets, new sources of revenue, scale faster, increase profit to future proof their businesses in the digital economy
- Equips the next generation of leaders with the mindsets and skill sets to be successful in the future of work
- A thought leader of agile business processes, digital transformation, and the future of work

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A globally recognized Keynote Speaker, AI Visionary and innovation powerhouse, she helps

organizations navigate complexity and turn disruption into growth. An Engineer by training and seasoned Entrepreneur, Lital began her career building computer systems in Europe before leading global sales and strategy for Fortune 100 teams across three continents.

She's lived in 10 countries, founded four companies, and today advises Fortune 50 leaders navigating transformation at scale. She brings a rare range — technical depth, creative fire, and real-world know-how.

Lital's innovation firm, UNFQLD, helps global brands leverage disruptive technologies and systems thinking to scale smarter and stay ahead. Through The Academy of Tomorrow, she equips the next generation of leaders with the creative skillsets and growth mindsets they need to thrive in the age of AI. Her keynotes bring a rare mix of bold vision and real-world expertise—shaped by years leading global brands and building companies from the ground up—to help audiences translate AI into real business outcomes.

TEMAS

Lital tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Digital Transformation
- Exponential Thinking
- The Platform Business Model
- Business Model innovation
- Future of Work
- Digital Leadership
- Hybrid work
- Future of Business, Innovation
- Resilient Leadership
- Artificial Intelligence (AI) & Generative AI (GenAI)
- AI Leadership and Digital Leadership
- Digital Ecosystems, Business Model
- Innovation, and Digital Transformation
- Building High-Performing Teams, Optimizing for Team Collaboration

PROGRAMAS

Lital brings a rare mix of entrepreneurial grit, engineering precision, and strategic foresight—cutting through AI hype to deliver bold guidance that drives innovation and breakthrough impact. Shaped by years of leading global brands and building companies across continents, she delivers inspiring keynotes and offers practical frameworks to help global audiences translate AI, innovation, and emerging technologies into real business outcomes.

The Outcome Economy | The New Architecture of Human Value

Everything we thought we knew about how work gets done, what value means, and how competitive advantage is built is being redefined. The playbook is being rewritten in real time. This keynote is about who gets to write it.

Your audience has sat through the AI keynotes. They have heard about disruption, adaptation, and the future of work. They have the tools now. What no one has answered is the question underneath it all: what do our people do now, and how do they not just keep up, but shine in a world where AI is everywhere? No a warning. Not a survival guide. A new architecture for how human value gets created.

The evidence is everywhere. Deloitte's 2026 Global Human Capital Trends report, the largest workforce study in the world, found that organizations that reorganize work around outcomes outperform financially. McKinsey now earns about a quarter of its global fees by charging for outcomes rather than hours. BCG, Bain, and Accenture are following. The firms that defined professional value for a century agree on one key thing, the task is no longer the unit of value. The outcome is.

We entered the Outcome Economy.

In this keynote, AI visionary and strategic advisor Lital Marom—engineer, entrepreneur, Forbes Coaches Council member, and trusted advisor to Fortune 50 leaders across three continents—delivers the proprietary framework your audience needs to compete in a world where AI can execute almost any task, at scale, at near-zero cost.

The question she asks every room is simple: In a world where AI can do almost everything, what can only you create?

The answer to this question changes everything. How you lead, how you build, how you measure value, and what you offer your customers that no algorithm can replicate. Lital's Outcome Thinking framework turns that answer into the way they operate. It links judgment, trust, and imagination directly to outcomes, the results their business is measured on and the value only they can create. In the Outcome Economy, that link is the whole game. Master it, and you stop competing for relevance. You start deciding what relevance means.

Key Takeaways:

- A new mental model for human value in an AI-first world, so they stop competing with machines on tasks machines already win and start investing where humans remain irreplaceable.
- A concrete framework they can apply Monday morning, turning "AI is coming" anxiety into a clear set of decisions about where to invest their capital, how to grow their people, and where to focus their attention.
- The strategic clarity to stop optimizing the old game and start building the new one, so they lead the disruption in their industry instead of being left behind by it.

This is not a keynote about surviving AI. It is a keynote about the leaders who will define what comes after it.

Future of Business: New World. New Rules

In the dynamic landscape of 2025, where businesses confront new challenges at every turn, the need for innovative strategies and forward-thinking leadership has never been more critical. Lital reveals the keys to future-proofing your organization in an unpredictable world where exponential thinking isn't just an advantage—it's a necessity.

Drawing from her groundbreaking framework, Lital shows how businesses can create high-performing teams, scale faster, and increase profitability by improving their employees' and customers' lives. Her approach goes beyond adopting new technologies to embedding a culture of continuous learning and innovation.

Key Takeaways:

- New Operational Foundations: understanding the evolved operational dynamics of successful businesses in today's world.
- Empowering Learning Culture: strategies to foster innovation and learning within your team, turning them into drivers of change and growth.
- Exponential Mindset Shifts: adopting a mindset geared toward exponential growth and increased agility.
- Collaborative Leadership: develop leadership approaches that emphasize collaboration and empowerment.
- Innovation and Agility: specific insights on how to apply the EXPONENTIAL THINKING framework to grow and scale, including real-world examples of companies that have successfully implemented these methodologies.

Lital customizes every keynote for her audience, tailoring examples and case studies to speak directly to their specific industry and organizational challenges.

Power of AI | What You Need to Know NOW

In this provocative keynote, Lital reveals how the world's most innovative organizations are not just adopting AI—they're using it to reimagine the very foundations of value creation and competitive advantage.

Drawing from her extensive work with global industry leaders, Lital demonstrates why traditional approaches to disruption are becoming obsolete. She shows how combining strategic leadership with AI capabilities isn't just changing business—it's creating entirely new possibilities for growth and innovation that most leaders haven't yet imagined.

Through real-world case studies spanning finance, healthcare, and education, Lital unveils her proven and proprietary framework that has helped organizations worldwide transform disruption into opportunity. She demonstrates how companies of any size can harness AI to unlock extraordinary value and and scale.

Key Takeaways:

- EXPAND: move beyond your current market boundaries to create new revenue streams, and unlock untapped opportunities.
- EMPOWER: build strategic partnerships that multiply your capabilities and drive explosive growth.
- IMPROVE: create breakthrough AI innovations that transform your customers' lives and experiences.

This isn't just another talk about AI—it's your roadmap to achieving exponential results. Walk away with concrete strategies to unlock new value and scale in the AI economy.

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Unleash your Digital Potential: How to Foster Innovation & Agility

Many business leaders recognize that traditional approaches to growth and innovation are no longer sufficient in today's rapidly evolving marketplace. The companies that thrive are those that can adapt quickly, innovate continuously, and turn disruption into opportunity.

Lital reveals the strategies behind building truly adaptive and agile organizations where innovation isn't just an element—it's the foundation. She shows how organizations can leverage creative thinking, push beyond conventional boundaries, access new markets, and maintain their competitive edge in a constantly changing landscape.

Drawing from real-world case studies and proven methodologies, Lital guides leaders along the path of proactive transformation. She provides concrete frameworks for systematically exploring new opportunities and positioning your business ahead of the competition.

Key Takeaways:

- STRATEGY: actionable approaches to unleash your digital potential and create new transformation opportunities.
- MINDSET: deeper understanding of exponential thinking and how to leverage it for organizational agility.
- CULTURE: cultivating learning environments that empower leaders and teams with innovative capabilities.
- TRANSFORMATION: fundamental shifts required at the organizational level to embrace emerging technologies and drive growth.

This isn't just about digital tools—it's about building the organizational DNA that turns innovation into sustainable competitive advantage.

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Exponential Transformation in 2025

Ready to lead the next wave of business transformation that's redefining entire industries?

Over the past two decades, we witnessed the great digital transformation—companies moved from analog systems to digital platforms, fundamentally changing how business operates. Now, we're entering an even more profound shift: the autonomous transformation. With the rise of AI agents and Agentic AI, we're moving from digital tools that require human operation to autonomous systems that think, learn, and act independently.

In this captivating keynote, Lital illuminates how this transition from digital to autonomous is creating unprecedented opportunities for exponential growth. She reveals the strategies that forward-thinking leaders are using to harness autonomous technologies, build resilient businesses, and unlock entirely new value propositions that were impossible in the purely digital era.

Lital arms you with the framework for navigating this autonomous transformation, empowering you to lead the shift from reactive digital systems to proactive autonomous solutions that will define the next decade of business success.

Key Takeaways:

- EVOLUTION: understanding the shift from digital transformation to autonomous transformation and its implications.
- OPPORTUNITY: discovering how autonomous systems create new business models and revenue streams.
- STRATEGY: learning to structure operations that leverage AI agents and autonomous technologies.
- LEADERSHIP: developing the mindset to guide teams through exponential technological change.
- FUTURE: implementing frameworks that position your organization at the forefront of the autonomous economy.

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CONDICIONES

- **Travels From:** Canada
- **Fee Range:** Please Inquire
