

A portrait of Lital Marom, a woman with long dark hair and bangs, wearing a dark blue top and a gold chain necklace. The background is a blurred outdoor setting. A solid orange bar is at the top of the image.

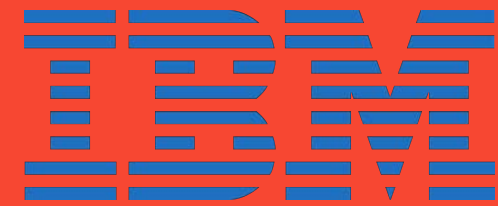
LITAL MAROM

Innovation Strategist and Visionary



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**Lital is a futurist
extraordinaire!**



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**LET'S GET
REAL!**



A Little Bit About **Lital**

Ever heard "disrupt or get disrupted?"
Lital takes it to the next level. She guides business leaders how to shake things up from within, making emerging technologies work for them!

This isn't just about survival—it's about pioneering new paths to amplify customer loyalty, explore uncharted markets, and foster innovative thinking.

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

Lital led the global strategy and sales of Fortune 100 giants 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:



Imagine a unique **INNOVATION FRAMEWORK** grounded in solid evidence. That's what Lital and her team at **UNFOLD** have developed, guiding organizations to transform and grow their businesses.

The result? Accelerated scaling, amplified profits, and a future-proof model designed to improve their customers' lives. Then there's **The Academy of Tomorrow**, Lital's revolutionary approach to learning. With the future in sight, she's equipping leaders with the mindsets and skillsets to navigate and succeed in the world of tomorrow.

Lital is an international 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**.



Marom started her career in software engineering and product management in 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 **Reichman University**, 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!**

The Google logo is displayed in its characteristic multi-colored font, with the letters 'G', 'o', 'o', 'g', 'l', and 'e' in blue, red, yellow, blue, green, and red respectively.

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. She's not just a speaker—she's a global game-changer.



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**





In the dynamic landscape of 2024, where businesses confront new challenges at every turn, the need for innovative strategies and forward-thinking leadership has never been more critical. Step into a world of possibilities with Lital Marom, a visionary and innovation strategist, as she reveals the keys to future-proofing your organization in such an unpredictable time.

In her keynote, “The Future of Business: New World, New Rules,” Lital embarks on an enlightening journey, revealing the blueprint for success in this transformed world, where exponential thinking is not just an advantage but a necessity. Drawing from her groundbreaking framework, Lital shows how businesses can create high-performing teams, scale faster, and increase their profit by improving their employee’s and customers’ lives. Her approach is not just about adopting new technologies but embedding a culture of continuous learning and innovation.

TOPIC:

Future of Business

New World. New Rules.



Key takeaways:

- **New Operational Foundations:** Understanding the evolved operational dynamics of successful businesses in today's world.
- **Empowering through Learning Culture:** Strategies to foster a culture of innovation and learning within your team, turning them into drivers of change and growth.
- **Mindset Shifts for Exponential Thinking:** Adopting a mindset geared towards exponential growth and increased agility is key for navigating the ever-changing landscape of today's workplace.
- **Collaborative Leadership:** Developing leadership approaches that emphasize collaboration and empowerment, enabling teams to work together more effectively in solving complex challenges and driving organizational success.
- **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.



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In this provocative and inspiring keynote, Lital Marom will guide the audience through a journey into a world reshaped by the most disruptive organizations, artificial intelligence (AI) and Generative AI (GenAI) - 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 dive deep into real-life AI examples and strategies, from industries as diverse as healthcare and entertainment to education. By exploring these examples, attendees will gain insights into how AI is not merely reshaping our existing world, but actively constructing a new one.

TOPIC:

The Power of AI Unleashing a New Era



Key Takeaways:

- Uncover the potential of AI/GenAI to democratize innovation and understand how to leverage it in your own business.
- Explore 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 the future, understanding the importance of taking an active role in this transformative era.



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TOPIC

Unleash your Digital Potential

How to Foster Innovation & Agility



Many business leaders see 2024 as a continuation of the most challenging environment they have ever faced—for a good reason. The pandemic and the current state of the global economy are a big wake-up call for most to innovate, create new value, and reconstruct their future.

Join innovation and strategist Lital Marom as she uncovers the secret sauce behind building adaptive and agile organizations where innovation isn't just an element; it's the beating heart. 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 her invigorating keynote, Marom guides you along the path of proactive leadership—a fresh approach essential for all leaders navigating the fast-paced, ever-evolving digital world. She will explain how you could systematically explore new opportunities to transform your business before someone else will.

Key Takeaways:

- Acquire actionable strategies to unleash your digital potential, sparking transformative opportunities like never before.
- Dive deeper into the concept of exponential thinking and discover how to use it to create an agile organization that's adaptive, and always ready for what's next.
- 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**



CommonwealthBank

EXIT

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TOPIC:

Future of Work

DIGITAL Leadership in a Hybrid World

2024 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.

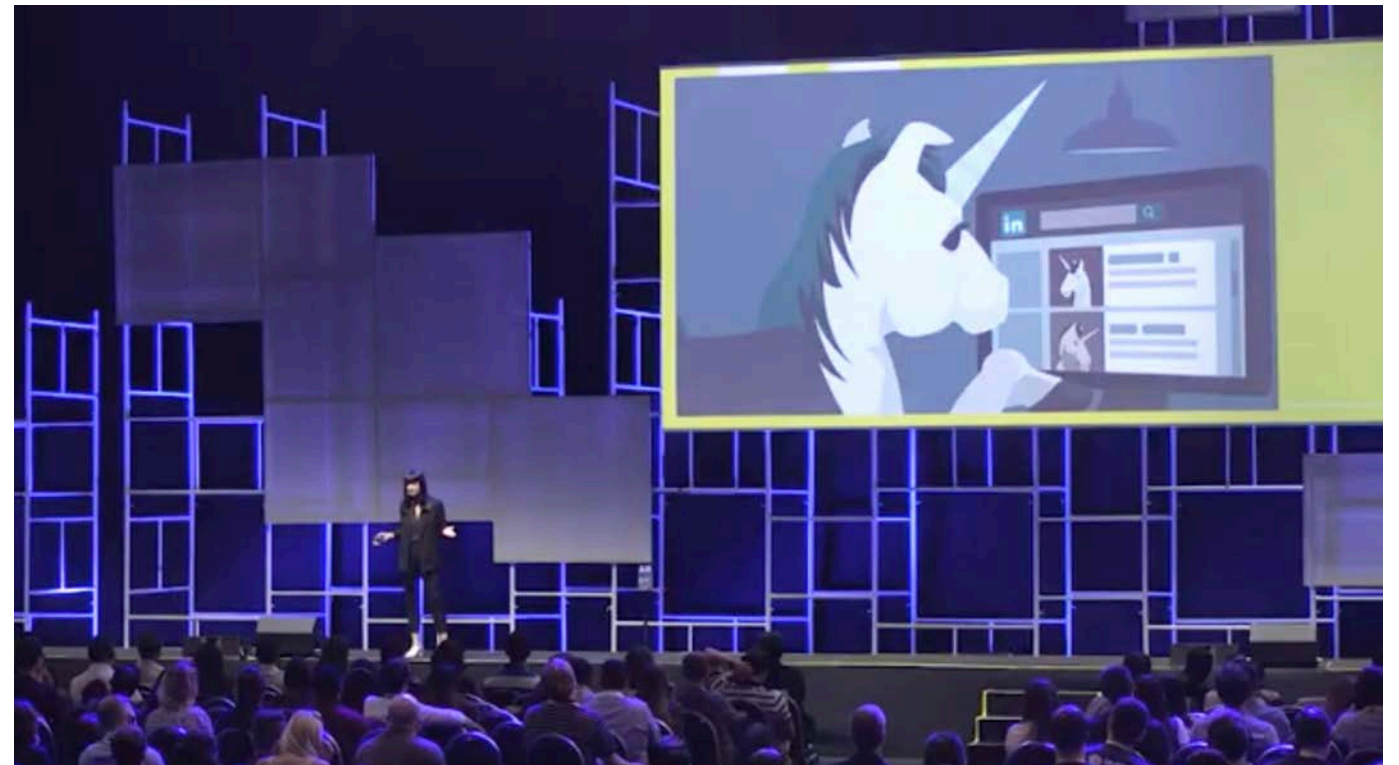
So, how do we move past uncertainty to adapt and thrive in a radically evolving future? How do we inspire individual team members to become great teammates while working remotely? What if our teams were not only driven to achieve goals with each other but for each other? With years of experience leading 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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TOPIC:

Exponential Transformation in 2024

Ready to unlock the secrets that set thriving companies apart in our digital economy?

In this captivating talk, Lital will illuminate the game-changing shifts in creative thinking and business models that make a difference. As the post-pandemic world pushes us to up our digital game, getting the foundation of your digital transformation right has never been more crucial.

Marom will arm you with the strategy for building a resilient business, empowering you to kick-start your innovation journey, lead transformation, and unlock and act on untapped opportunities that will set you apart!



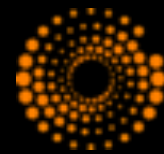
Key Takeaways:

- Explore new ways to structure and operate your business to unlock its potential.
- Discover how today's trailblazing innovators are redefining their industry and, by doing so, transforming yours too.
- Learn the power of exponential thinking over traditional linear thinking, and discover how it can catalyze growth and transformation for your future.



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**Excellent and thought
provoking!**



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Designed to *disrupt*

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Company Services

 James Moran Senior Business Advisor	 Lala Maron Senior Entrepreneurial Expert on Digital Innovation	 Bryan Duggan Senior CEO
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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? A new business model, **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 stimulating 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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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 Exponential results** Masterclass click [here](#) and/or email: reach@UNFOLDmediagroup.com

To book Lital to **keynote** at your upcoming event:
reach@litalmarom.com