



LITAL MAROM

Serial Entrepreneur, Innovation Strategist and Visionary

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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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Lital helps people understand the future, so that they can develop a bolder vision for their potential.

Lital got her start building computer systems for companies in Israel and Europe, before advancing to lead global sales and strategy for Fortune 100 teams across three continents. Since then, she's lived in ten countries and founded four companies, including the innovation consulting firm, UNFOLD, and the leadership and development organization The Academy of Tomorrow.

Together with her team at UNFOLD Lital developed an evidence-based innovation framework to help leaders, teams and organizations navigate uncertainty, explore new growth opportunities, and co-create a sustainable, inclusive future.

Through her company The Academy of Tomorrow Lital brings a modern approach to learning, equipping current and future leaders with the mindset and skillsets needed to thrive in a rapidly-changing world.

An internationally-recognized keynote speaker, Lital is a thought leader on innovation, digital transformation, the platform economy, agile leadership and the future of work.

Lital holds a computer science and business degrees from the Interdisciplinary Center in Israel. 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.

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
- Artificial Intelligence (AI)
- Future of Work
- Digital Leadership
- Hybrid work

PROGRAMAS

Future of Business: New World, New Rules

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.

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.

The Power of AI: Unleashing a New Era

In this provocative and inspiring keynote, Lital Marom guides audiences 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 way we think, work, and lead, and 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.

Keynote 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.

Exponential Transformation: Shaping Digital Transformation in 2022

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.

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.

Reimagine your Post COVID-19 Future: Foster Innovation & Agility

COVID-19 is a big wake up call for most businesses to innovate and reconstruct their future, or they will be left behind. Organizations need to make significant changes to their traditional (incumbent) business model in order to build their breakthrough, future-ready business.

In this talk Lital 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.

Lital's practical and inspirational talk will provide you with the know-how and case-study examples to embark on your journey in a world of dramatic change post COVID-19. You will hear about a future-facing framework that creates new insights and a wide set of options for innovation and business model transformation.

THINK BIG and ACT FAST: Self-Disrupt during a Crisis

In the past decades a new breed of companies has been growing and scaling at a pace never seen before. Many reached \$1B market CAPs in a matter of years, some in a matter of months. Their secret? A platform business model.

Interestingly, we are seeing that even though the economy is tanking from the impact of the COVID-19 and many businesses are battling for survival, there are also winners, those who thrive.

Those winners are the Big Tech companies. Those companies are built differently than

most and they are leveraging unique building blocks that allow them to scale and thrive amidst our current crisis.

For classic companies born before the digital era, it's a whole new world where age, size, sales, and market CAP won't guarantee market presence tomorrow. But there's hope—Lital Marom shares the unique opportunities and key advantages that classic companies have over today's modern start-ups. Opportunities and advantages to tap into new markets and new sources of revenue using the assets and capabilities that they already have.

In this talk, Lital Marom shows classic companies how to disrupt themselves before someone else does—by thinking big and acting fast.

Digital Leadership in a Virtual/Hybrid World: Building the Successful Teams of Tomorrow

2022 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

Future of Business

Innovating & Scaling the Tourism Industry

The global pandemic has fundamentally reset our world, dramatically accelerating the adoption of emerging technologies and reshaping everyday lives. This seismic shift has affected consumer behaviour, workforce dynamics, and market structures. In an instant, everything has changed, and businesses unable or unwilling to adapt have found themselves struggling to survive.

Today, we stand at a crossroads of constant change and opportunity, particularly in the tourism industry.

Enter Lital Marom is a renowned visionary and innovation strategist who has observed these changes and is also at the forefront of guiding businesses to flourish in this new reality.

In her keynote "The Future of Business: Innovating and Scaling the Tourism Industry" Lital embarks on an enlightening journey, revealing the blueprint for success in this transformed world, where innovation is not just an advantage, but a necessity.

Drawing from her groundbreaking innovation framework, Lital shows how businesses in the tourism sector can scale rapidly, enhance profitability, and maintain a competitive edge. Her approach is not just about adopting new technologies but 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, with a special focus on the tourism industry.

- **Empowering through Learning Culture:**

Strategies to foster a culture of innovation and learning within your team, turning them into drivers of change and growth in tourism.

- **Mindset Shifts for Exponential Thinking:**

Adopting a mindset geared towards exponential growth and increased agility is crucial for navigating the fast-evolving tourism landscape.

- **Innovation in Tourism:**

Specific insights on how to apply the innovation framework to grow and scale in the tourism sector, including real-world examples of companies that have successfully implemented these methodologies.

- **Hyper-Personalization with AI:**

Exploring the role of AI in transforming tourism through hyper-personalization, enhancing customer experiences, and creating unique, memorable interactions.

- **Responsible Tourism:**

A deep dive into the importance of sustainability and ethical practices in tourism innovation, emphasizing the need for responsible growth and development.

CONDICIONES

- **Travels From:** Canada
- **Fee Range:** USD 30.001 to USD 40.000

*Fee Range:

Fee ranges listed on this website are intended to serve as a guideline. Please note: if a speaker has a fee range listed such as USD 20.000 to USD 40.000, it indicates that the fee falls within that range. Speakers' fees are subject to change without notice. Fees often vary based on several factors, including speaker's availability, length of presentation, supply and demand, and event location, among others. Please contact us with your specific event details and requirements, and we will provide you with a precise quote.
