
SPEAKING TOPIC 1

The AI SPRINT: How to Reinvent for Your Future Customer – and Win with AI

Your biggest competitor isn't who you think. It's the customer expectation you haven't seen yet.

AI is already reshaping how your customers think, buy, and expect to be served. The question isn't if you'll adapt — it's whether you'll do it fast enough to stay relevant. In this high-impact keynote, former Amazon leader and Stellis AI CEO Trent Gillespie reveals how to lead that transformation — before it leads you.

Drawing from Amazon's "Future Customer" mindset and his proven AI SPRINT™ framework, Trent shows leaders how to reinvent products, operations, and growth strategy around the customer of tomorrow.

Through live AI Agent demonstrations, real-world examples, and a practical roadmap from his work with executives, Trent bridges the gap between AI theory and organizational action — inspiring every audience to act with clarity and confidence.

Recommended Audience

This talk is designed for employee audiences and general business audiences, to educate, direct, and inspire them to begin using AI in their roles.

Actionable Takeaways Tailored to Each Audience:

- Understand and harness AI Agents — what they are, how they work, and how they'll redefine productivity, personalization, and customer experience.
- Identify blind spots in how you serve your next-generation customer and anticipate the shifts AI will create in what they value.
- Apply the 6-step AI SPRINT™ framework to drive innovation, empower teams, and accelerate results across your organization.
- Build an AI-ready culture that makes experimentation, iteration, and learning a daily leadership reflex.

Add-Ons:

Go beyond a keynote talk with:

- Facilitated group discussion and brainstorming on opportunities to apply AI.
- Trent's AI 101 Workshop for Staff or Business Leaders
- Trent's Working Backwards + AI Workshop for Innovation Teams
- Trent's Online Education Course, *Generative AI at Work*