

TRENT GILLESPIE - INSPIRING AI KEYNOTE SPEAKER

# Operational A.I.™: The Amazon-Inspired AI Flywheel for Continuous Innovation

Former Amazon executive helping leaders make AI work for people, performance, and growth.



## Keynote Overview

Many organizations make early progress with AI but struggle to sustain innovation over time. This advanced keynote focuses on how Amazon built a system that allowed innovation to compound year after year—and how that same logic applies in the AI era. Using the AI Flywheel™, Trent breaks down the structural reasons Amazon succeeded: how it turned operational efficiency into reinvestment, learning, and continuous customer-driven innovation.

Leaders learn the core lessons behind Amazon's ability to scale innovation—how clarity around the Future Customer™, disciplined operations, and tight feedback loops created a self-reinforcing cycle of growth. The session translates those lessons into a modern operating model leaders can apply with AI today. The result is a clear, practical framework for turning AI-driven gains into sustained innovation and long-term competitive advantage.

## Recommended Audience

This keynote is designed for business leaders, technology executives, product managers, and innovators looking to harness AI to accelerate innovation and gain a competitive advantage

## Audience Take-Aways

1. Understand how AI is reshaping innovation and business performance
2. Learn the mechanics of the AI Flywheel™ and how to apply it
3. See how operational gains compound into continuous innovation
4. Define and align around your Future Customer™
5. Build systems and leadership alignment that sustain AI momentum

***"Fantastic, Actionable Content!"***

*Trent Gillespie*

***"...a delightful peek behind the Amazon methodology curtain."***

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