

A portrait of Lital Marom, a woman with long dark hair and bangs, wearing a dark blue top and a gold chain necklace. She is smiling slightly and looking towards the camera. The background is a blurred outdoor scene with trees and a building.

LITAL

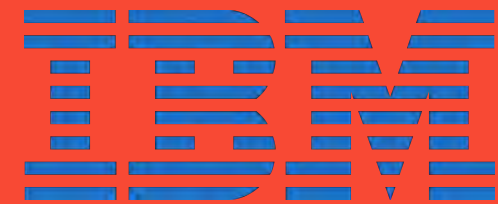
MAROM

AI Visionary. Innovation Catalyst



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**Lital is a futurist
extraordinaire!**



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**LET'S GET
REAL!**



A Little Bit About **Lital**

Heard the phrase “**disrupt or get disrupted**”?

Lital helps you do both – strategically. She empowers business leaders to shake things up from within and turn emerging technologies into real results.

But this isn’t just about survival. It’s about building bold new paths – to deepen customer loyalty, unlock new markets, and spark innovation at every level.

Her clients include **ManuLife, Google, IBM, Mercedes-Benz, BBC, Philips, HSBC, Allianz, Vodafone, Nike, and GE.**

Lital led global strategy and sales for Fortune 100 giants across three continents – before founding four companies: **UNFOLD, BDN Ventures, Beyond, and The Academy of Tomorrow.**



 Click below to explore Lital’s content on your favourite platforms.



Imagine an **INNOVATION FRAMEWORK** built on **real-world evidence**. That's what Lital and her team at **UNFOLD** deliver — empowering organizations to scale, evolve, and lead.

The result? Faster growth, higher profits, and a resilient model designed to continuously improve customer lives.

And through **The Academy of Tomorrow**, Lital is reshaping how leaders learn — equipping them with the mindset and tools to thrive in the future.

Lital is a globally in-demand keynote speaker and a leading voice in AI innovation, digital transformation, and business model disruption. She's worked hands-on with executive teams, led major transformation projects, and teaches recurring masterclasses at **Spark Institute**, **IBS Business School**, and **Singularity University**.

She captivates audiences at leading global events like **TED**, and has spoken at top industry forums including **MEF**, **IAB**, **GSM**, **Mobile World Congress Asia**, **CIMC**, **NAB**, and **iHollywood**.



Lital began her career in software engineering and product management in Europe.

She's since become a global thought leader in agile transformation, AI innovation, and business model transformation.

She holds degrees in Computer Science and Business from **Reichman University**, studied investment banking at **NYU's Stern School of Business**, and completed executive training in Transformative Strategies and AI at **MIT's Sloan School of Management**.

She is also a fellow of the **THNK School of Creative Leadership**.



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**Lital is inspiring and
exhilarating!**



Lital Introduces Leaders to the Frontier of Innovation

What needs to happen before you can truly transform your business?

Lital equips leaders with actionable insight to future-proof their business and push beyond limits.

How do companies drive innovation in times of uncertainty? How is technology reshaping entire industries?

From AI and machine learning to deep learning and IoT, Lital demystifies emerging tech and shows how it fuels growth, scale, and long-term strategy

How can you unlock new markets using the data you already have?

Lital illustrates how the artificial boundaries around your business dissolve when you lead with a bold digital (and autonomous) transformation strategy.



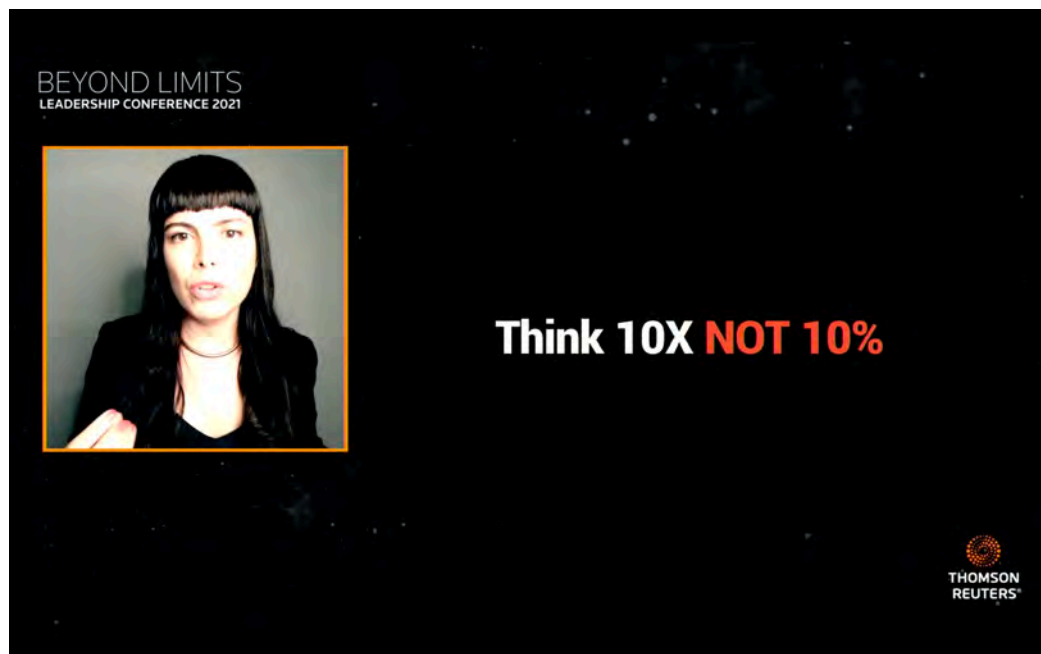
How **Lital** Presents

Lital is a globally sought-after keynote speaker known for her powerful presence, contagious energy, and sharp insight. She doesn't just speak – she electrifies rooms, sparking action and new thinking among top corporate audiences worldwide.

She's not just delivering keynotes – she's redefining what's possible.

Lital's Areas of Expertise

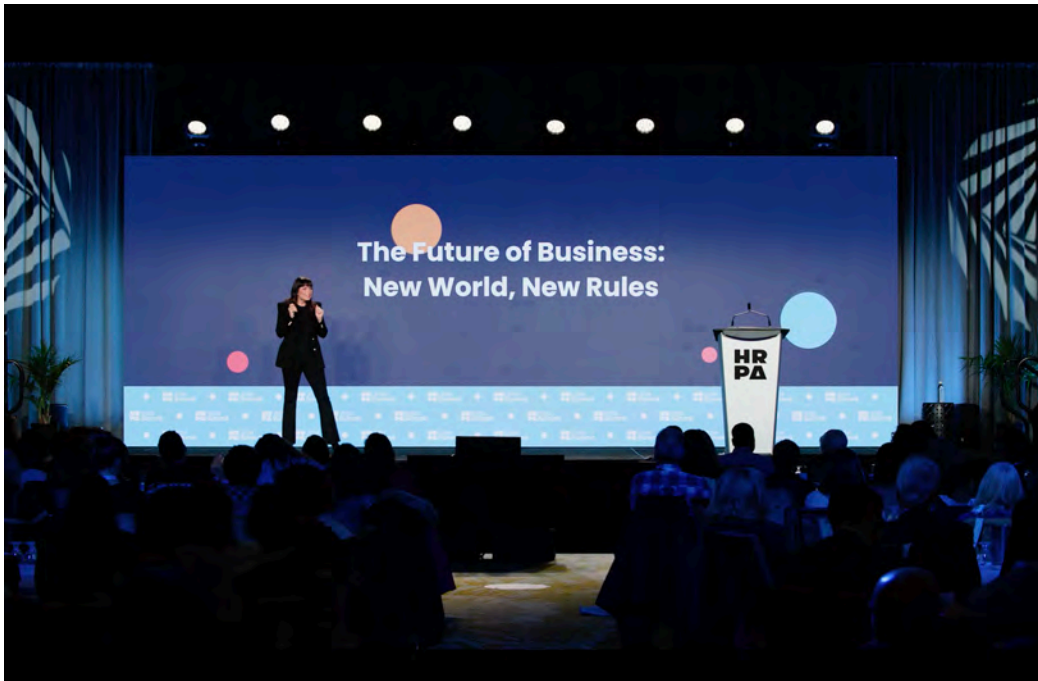
- **Future of Business, Innovation**
- **Resilient Leadership**
- **Artificial Intelligence (AI) & Generative AI (GenAI)**
- **AI Leadership and Digital Leadership**
- **Digital Ecosystems, Business Model**
- **Innovation, and Digital Transformation**
- **Building High-Performing Teams, Optimizing for Team Collaboration**



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**Deeply inspired by
Lital's knowledge**





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:** developing 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.



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Think BIG, Act FAST
Winning in the Digital Economy

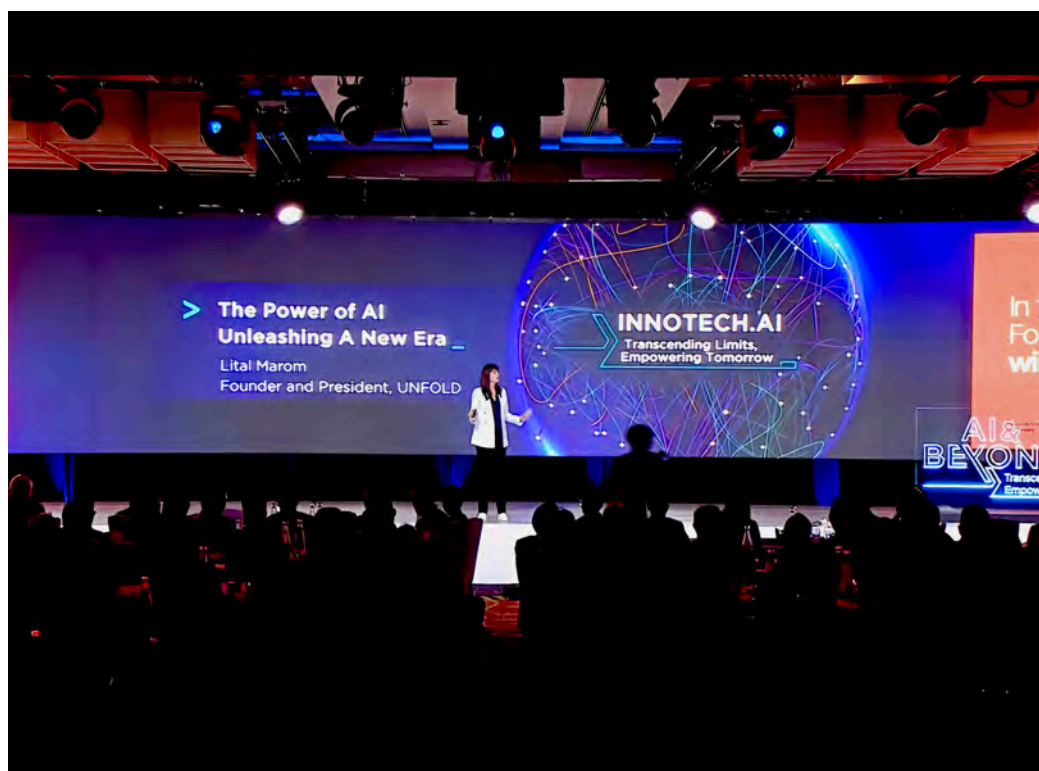
     LITAL MAROM
reach@litalmarom.com

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The Power of AI

Unleashing a New Era

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 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.

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



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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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EXIT

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**Lital Marom is
a global best in class**



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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.

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





New

EXPONENTIAL ORGANIZATION

What's their secret? Their secret is angst
financial organization models of the way
they're builds, the way they operate is
fundamentally different than the classic



The Future of Business:
New World, New Rules



EXPONENTIAL ORGANIZATION



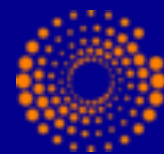
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**Excellent and thought
provoking!**



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Designed to *disrupt*

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Company Services



James Moran
Senior Business Advisor

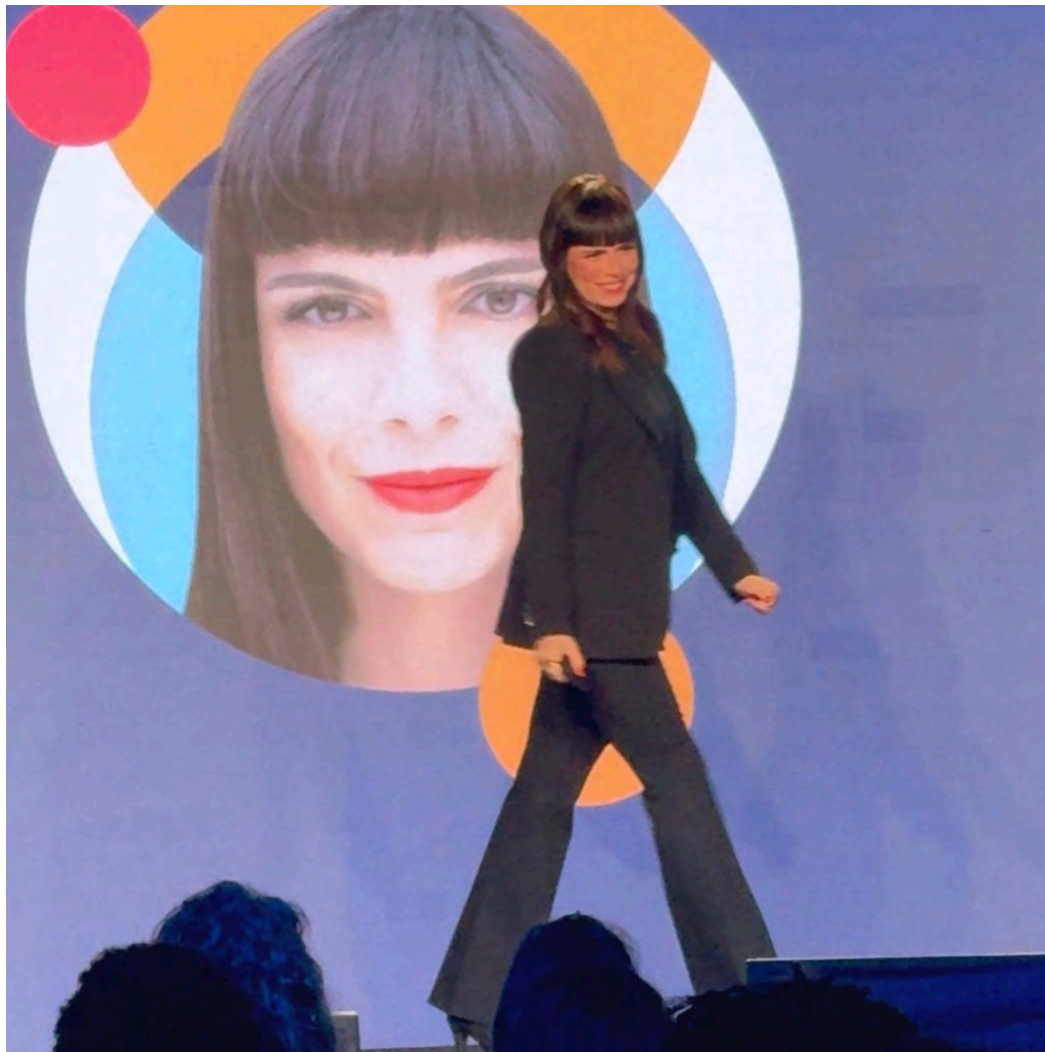


Laila Mayson
Senior Strategist & Support in Digital Transformation



Brian Bugg
Senior Advisor

pwc



CREATE A CUSTOMIZED TALK:

Lital's Signature Keynotes

Lital delivers a set of powerful, proven keynotes tailored for corporate audiences.

Each talk can be customized to your company, your industry – or blended to create a fully bespoke experience.



- **Book Lital to keynote at your upcoming event:**
reach@litalmarom.com
- **Strategic Advisory:**
reach@litalmarom.com
- <https://www.litalmarom.com/>
- **Book Cultivate Psychological Safety Workshop:**
reach@UNFOLDmediagroup.com
- **Book Unlock the Power of AI Workshop:**
reach@UNFOLDmediagroup.com

