

## LITAL MAROM



### Innovation Strategist & Visionary

As a thought leader in agile business processes and digital transformation Lital helps organizations unlock their potential, by fostering exponential thinking, leveraging emerging technologies, and championing innovative business models.

Marom led the sales and global strategy of several Fortune 100 giants across three continents before founding four companies. Currently the founder and president of UNFOLD, where she works closely with global brands to drive digital transformation through the integration of new business models and the application of emerging technologies, such as distributed ledgers (blockchain), artificial intelligence (AI), and machine learning (ML).

She's also the driving force behind The Academy of Tomorrow, where she's pioneering a new approach to learning. With a clear vision of the future, she's arming leaders with the mindset and skillsets they need to navigate and thrive in tomorrow's world. As the founder and CEO, she's at the forefront of shaping the leaders of tomorrow. A sought-after keynote speaker, Lital focuses on innovation, new economies of scale, growth strategies, DIGITAL leadership in the 21st century and the future of work. Lital holds a computer science and business degrees from Reichman University. She also studied investment banking at NYU's Stern School of Business, transformative strategies and artificial intelligence at MIT's Sloan School of Management, and is a fellow of THINK School of Creative Leadership.

In her engaging and compelling talks, she inspires business leaders to disrupt their own norms and push beyond their limitations to future-proof their business. Her mission extends beyond merely helping organizations survive. It's about pioneering new paths to boost customer loyalty, explore uncharted markets, and foster innovative and creative thinking. She has spoken at TEDx Amsterdam, Mobile World Congress Asia, iHollywood, and many industry conferences around the world. She has also led masterclasses and innovation sprints through UNFOLD, Spark Institute, IBS Business School and Singularity University.

Her inspiring story, extensive experience, and the success stories of those impacted by her work underline her authority in connecting technology (disruptive technologies and system thinking) with humanity to create impact on a global scale.

#### Topics (Selection):

- The Future of Business: New World, New Rules
- Exponential Transformation: Shaping Digital Transformation
- The Power of AI: Unleashing a New Era
- Think Big and Act Fast: Self-Disrupt During A Crisis
- Reimagine your Future Post COVID-19: Foster Innovation & Agility
- Unleash Exponential Results (Masterclass)
- Digital Leadership in a Virtual/Hybrid World: Building the Successful Teams of Tomorrow