



LITAL MAROM

Bookings & Info: Please contact K&M Productions - Speakers & Shows | <https://www.kmprod.com/speakers/lital-marom>
www.kmprod.com | events@kmprod.com | (905) 831-0404



POWER OF AI

**"We've learned how
to scale technology;
NOW it's time we learned
how to scale organizations."**

@LitalMarom

In the dynamic landscape of 2024, where financial institutions confront new challenges at every turn, from digital assets to open banking, 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 Power of AI| Unleash a New Era"** Lital embarks on an enlightening journey, revealing the blueprint for success in this transformed financial world, where algorithmic trading and real-time risk assessment are not just advantages but necessities.

Drawing from her groundbreaking framework, Lital shows how financial institutions can create high-performing digital teams, scale their operations faster, and increase their profit by revolutionizing both wealth management services and customer experiences.

Her approach is not just about adopting new technologies but embedding a culture of continuous learning and financial innovation. Transforming financial services to be more efficient and accessible, marking a substantial shift from traditional banking methods to a future where finance drives value by leveraging AI Agents, smart contracts, robo-advisors, and predictive analytics.



POWER OF AI

About Lital Marom

Lital got her start building computer systems for companies in 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, Lital developed an evidence-based **EXPONENTIAL THINKING FRAMEWORK** to help organizations reimagine their future and build an innovation culture – to create high-performing teams, scale faster and increase their profit by improving their customers' lives.

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

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 technological adoption within your team, turning them into champions of innovation who leverage AI and automation for enhanced accuracy & efficiency.
- **Mindset Shifts for Exponential Thinking:** Adopting a forward-thinking approach towards integrated financial systems is crucial for navigating the rapidly evolving landscape of embedded finance and digital payments.
- **Data-Driven Leadership:** Developing leadership approaches that emphasize analytics and real-time insights, enabling teams to work smarter with automated solutions in solving complex compliance challenges and driving operational excellence.
- **Innovation and Agility:** Specific insights on how to apply emerging technologies to streamline operations and scale efficiently, including real-world examples of companies that have successfully implemented embedded financial systems and leveraged AI for enhanced accuracy.

