

# Lital Marom

## Serial Entrepreneur, Innovation Strategist and Visionary

Please contact a GDA agent for information.

### Topics

- Artificial Intelligence
- Branding & Marketing
- CEO
- Economics & Finance
- Entrepreneurs
- Futurists
- Innovation & Creativity
- Retail & Consumerism
- Sales
- Technology & STEM
- Television & Film



### About Lital Marom

Lital Marom is a catalyst for change, igniting leaders to unlock their limitless potential, driving extraordinary business growth, and shaping a sustainable, inclusive future.

Lital's journey to becoming a global innovation powerhouse began on the technological frontlines of Europe, where she built software products from the ground up. As her influence grew, so did her scope, soon leading strategic sales for Fortune 100 giants across three continents. Her exciting journey has led her to live in ten different countries and to start four companies, including UNFOLD, a haven for innovation, and The Academy of Tomorrow, shaping the leaders of tomorrow.

Imagine a unique **INNOVATION FRAMEWORK** grounded in solid evidence. That's what Lital and her team at [UNFOLD](#) have developed, guiding organizations to transform and grow their businesses. The result? Faster growth, higher profits, and a business model that's ready for the future and focused on improving their customers' lives. Then there's [The Academy of Tomorrow](#), Lital's revolutionary approach to learning. With the future in sight, she's equipping leaders with the mindsets and skillsets to navigate and succeed in the world of tomorrow.

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. She's not just a guide; **she's a game-changer—your game-changer**. Let her ignite your transformation journey, and start seeing the change in your business and in your life today.

### Select Keynotes

- **Future of Business: New World, New Rules.**

In the dynamic landscape of 2024, where businesses confront new challenges at every turn, 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 Future of Business: New World, New Rules," Lital embarks on an enlightening journey, revealing the blueprint for success in this transformed world, where exponential thinking is not just an advantage but a necessity. Drawing from her groundbreaking framework, Lital shows how businesses can create high-performing teams, scale faster, and increase their profit by improving their employee's and customers' lives. Her approach is not just about adopting new technologies but 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 through Learning Culture:** Strategies to foster a culture of innovation and learning within your team, turning them into drivers of change and growth.
- **Mindset Shifts for Exponential Thinking:** Adopting a mindset geared towards exponential growth and increased agility is key for

navigating the ever-changing landscape of today's workplace.

- ◊ **Collaborative Leadership:** Developing leadership approaches that emphasize collaboration and empowerment, enabling teams to work together more effectively in solving complex challenges and driving organizational success.
- ◊ **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.

## • **The Power of AI: Unleashing a New Era**

In this provocative and inspiring keynote, Lital Marom will guide the audience through a journey into a world reshaped by the most disruptive organizations and artificial intelligence (AI) and Generative AI (GenAI) - a journey that will illuminate a future created by the intertwining of human potential and machine capabilities.

Marom will challenge the conventional wisdom of disruption. In the age of AI, disruption is no longer about displacing old technologies with new ones. It's about reimagining the very way we think, work, and lead. It's about harnessing the power of AI to challenge the status quo, transcend barriers, and create new value.

She will dive deep into real-life AI examples and strategies, from industries as diverse as healthcare and entertainment to education. By exploring these examples, attendees will gain insights into how AI is not merely reshaping our existing world but actively constructing a new one.

### **Keynote takeaways:**

- ◊ Uncover the potential of AI to democratize innovation and understand how to leverage it in your own business.
- ◊ Explore strategies that combine human creativity with AI capabilities, focusing on a collaborative rather than competitive approach with technology.
- ◊ Identify the key skills needed in an AI-dominated workplace and methods to foster continuous learning, adaptability, and creativity.
- ◊ Understand the significance of ethical AI practices that ensure the benefits of technology reach everyone, considering potential issues of bias and inequality.
- ◊ Reframe disruption as an opportunity for growth. Change your perspective on disruption, viewing it as a springboard for innovation, growth, and progress rather than a hurdle.
- ◊ Develop a proactive mindset towards shaping the future, understanding the importance of taking an active role in this transformative era.

## • **Future of Work: DIGITAL Leadership in a Hybrid World**

2024 is testing everyone's (digital!) leadership skills.

Leaders are under a lot of pressure to perform in the new global and virtual world of work. As we navigate a time of constant change, the only certainty is that more change is coming. Our response today will dictate our success tomorrow, requiring a new level of adaptability, agility, and digital leadership.

So, how do we move past uncertainty—to adapt and thrive in a radically evolving future? How do we inspire individual team members to become great teammates while working remotely? What if our teams were not only driven to achieve goals with each other but also for each other?

With years of experience leading remote teams across North America and Europe, Marom will show your organization how to build the teams and the leaders of tomorrow.

Learn techniques and tools that you can apply immediately to cultivate high performance and agility in your remote workforce. Marom will introduce new ways to transform implicit assumptions into explicit action and help you set the foundation for an inclusive culture rooted in psychological safety. Together, these powerful strategies will not only maximize performance and improve team collaboration, but also help to uncover and capture new growth opportunities while mitigating the unexpected risks that will inevitably occur in our constantly changing world.

### **Key Takeaways:**

- ◊ How to achieve effective communication and collaboration despite the geographical and physical distance of remote teams
- ◊ How to engage and motivate your remote teams to establish a winning spirit
- ◊ How to align individual goals with the team's objectives to achieve outstanding business results

## • **Exponential Transformation: Digital Transformation in 2024**

Ready to unlock the secrets that set thriving companies apart in our digital economy?

In this captivating talk, Lital will illuminate the game-changing shifts in creative thinking and business models that make a difference. As the post-pandemic world pushes us to up our digital game, getting the foundation of your digital transformation right has never been more crucial.

Marom will arm you with the strategy for building a resilient business, empowering you to kick-start your innovation journey, lead transformation, and unlock and act on untapped opportunities that will set you apart!

## Key takeaways:

- Explore new ways to structure and operate your business to unlock its potential.
- Discover how today's trailblazing innovators are redefining their industry and, by doing so, transforming yours too.
- Learn the power of exponential thinking over traditional linear thinking, and discover how it can catalyze growth and transformation for your future.

## • Unleash your Digital Potential: How to Foster Innovation & Agility

Many business leaders see 2024 as a continuation of the most challenging environment they have ever faced—for a good reason. The pandemic and the current state of the global economy are a big wake-up call for most to innovate, create new value, and reconstruct their future.

Join innovation and strategist Lital Marom as she uncovers the secret sauce behind building adaptive and agile organizations where innovation isn't just an element; it's the beating heart. She shows organizations how to leverage creative thinking, push beyond the status quo, access new markets, and maintain their competitive edge in this constantly changing world.

In her invigorating keynote, Marom guides you along the path of proactive leadership—a fresh approach essential for all leaders navigating the fast-paced, ever-evolving digital world. She will explain how you could systematically explore new opportunities to transform your business before someone else will.

## Key takeaways:

- Acquire actionable strategies to unleash your digital potential and create new opportunities for transformation.
- Gain a deeper understanding of exponential thinking and how to leverage it to build an agile and adaptive organization.
- Discover how to cultivate a learning culture to empower leaders and their teams with innovative mindsets and skill sets.
- Learn the fundamental shifts that must occur at the organizational level to develop a digital-first business that will embrace emerging technologies to drive growth and change.

## Select Articles

### • [The Future of Real Estate](#)

We've already seen how information, communication, goods, capital and transportation industries have been transformed by tech platforms — think Google, Facebook, Amazon, etc. The future of office and living space is being revolutionized by technology as well. Based on my work helping corporations innovate and reimagine their business for growth and scale, I expect the real estate industry's transformation will be substantial.

### • [Excited to share with you soon my collaboration with Business Insider looking at the Future of Finance and the power of leveraging edge-to-edge technologies.](#)

To adapt and find innovative ways to better serve their customers, many banks and financial institutions have redesigned their processes with machine learning and other emerging technologies.

### • [Bigger than Us | TED 2019](#)

Another unforgettable week at TED just ended this past Friday. If we learned anything at TED2019, it's that life doesn't fit into simple narratives, and that there are no simple answers to the big problems we're facing. While it's impossible to cover all the 100 talks delivered during those five inspiring days, here are some highlights.

## Select Testimonials

"Lital is a top rated member of our faculty at Spark Institute Future Studies Leadership School, working in partnership with Singularity University. Her workshops are extremely inspiring and practical, equipping our participants with both insights and skills required to grow and scale their business. She brings fresh insights and hands on practices to the executive leadership teams attending our workshops, with corporate background from different industries and roles. She is an exceptional thinker and remarkable entrepreneur contributing to our global community in many ways. I truly appreciate working with Lital and value her purpose driven and enthusiastic approach greatly."

— *DEA FRANKÓ CSUBA CEO, SPARK INSTITUTE*

"Lital's insight and ability to convey the fascinating opportunities of exponential technologies and big data have been extremely inspirational and motivating. Some of her slides will be useful for my work."

— *ESZTER SZABO REGIONAL CORPORATE COMMUNICATIONS & PR, CEE, GENERAL ELECTRIC*

"Lital's captivating keynote and deep knowledge was instrumental to helping us learn key considerations for platform-building. She is able to take big ideas and theory, and apply it to specific verticals in a practical and actionable ways. This is important for anyone looking to adapt and scale with the agility required in the world today.

– *ZOLTÁN SZILÁRD PÁPAY HEAD OF MARKET MANAGEMENT, ALLIANZ*

"I have participated in the executive leadership program of Spark Institute and Singularity University where Lital was leading a master class about transformative technologies, focusing on the power of exponential technologies and the platform revolution. It was a super inspiring class with great stories which has helped me become a more entrepreneurial thinker focusing on what drives real disruptive changes."

– *ZSUZSANNA ILLÉS SIMPLIFICATION LEADER, GE GLOBAL OPERATION*