KEYNOTES & EXECUTIVE TALKS

Big ideas. Real impact.

AI, innovation and the future of business - explored with curiosity, clarity and a practical perspective.

10 talks · 2 distinct tracks · 1 ongoing AI experience



THE UNRIDDLER APPROACH

Give the room something to talk about.

People do not remember another list of AI tools. They remember the question that changed how they see the future - and the next decision it made possible.

SPEAKING TRACKS

ARTIFICIAL INTELLIGENCE
CORPORATE INNOVATION
FOMO Monday is offered separately as a recurring employee series.

AMB Insights keynotes connect emerging AI capabilities with business choices, and bring corporate innovation down from slogans to the work of making ideas happen. Every talk can be customized for the audience and occasion.



Curiosity first

Compelling stories, unexpected examples and fresh perspectives.

Business relevance

What a technology or innovation shift actually means for organizations.

From ideas to action

Questions and takeaways that carry into the next meeting.

KEYNOTES & EXECUTIVE TALKS

AI | THE FUTURE

The changes coming into view - and the implications for organizations and people.

01

SIGNATURE KEYNOTE

TREND SPOTLIGHT

The AI Reality Check

What's Changing. Why It Matters. What's Next.

A fast-moving tour of the AI trends changing what organizations can do, from increasingly capable models and autonomous agents to new scientific and creative frontiers. Beyond the announcements, we explore what these shifts mean for business, people and society.

THE QUESTION: What matters now - and what is worth watching next?

IDEAL AUDIENCES: Company-wide events · leadership conferences · business audiences

02

SIGNATURE KEYNOTE

AGENTIC ORGANIZATIONS

Your Next Employee Isn't Human. Now What?

The leadership challenge of autonomous AI agents

When AI agents can execute tasks and coordinate workflows, organizations face questions that look surprisingly familiar: who delegates, supervises, evaluates and takes responsibility? A provocative look at managing people and digital workers together.

THE QUESTION: Who is accountable when an AI agent gets the job done - or gets it wrong?

IDEAL AUDIENCES: CEOs · executive teams · people managers · HR

KEYNOTES & EXECUTIVE TALKS

AI | WORK & CHANGE

Making sense of how AI changes work, behavior, leadership and value creation.

03

CUSTOMERS & COMMERCE

When Your Customer Is an Algorithm

How AI agents could change the buying journey

What happens when an AI agent, rather than a person, researches options, compares offers and makes purchases? Explore the emerging world of agentic commerce and its implications for sales, marketing, customer trust and business models.

THE QUESTION: How do you win a customer who may never visit your website?

IDEAL AUDIENCES: Commercial leaders · CMOs · sales · ISVs

04

FUTURE OF WORK

The Human Advantage in an AI-Driven Workplace

What becomes more valuable when machines can do more?

As AI takes on more analysis, content creation and execution, the human contribution is not disappearing - it is changing. An engaging look at judgment, imagination, adaptability, collaboration and the skills worth investing in.

THE QUESTION: Which human strength will matter more in an AI-shaped workplace?

IDEAL AUDIENCES: Employee conferences · HR · leadership development

KEYNOTES & EXECUTIVE TALKS

AI | BUSINESS IMPACT

Moving from possibility to priorities, adoption and measurable progress.

05

SIGNATURE KEYNOTE

AI ADOPTION

Everyone Has AI. Has Work Changed?

Tools are everywhere. Transformation is harder.

Organizations can roll out AI tools at scale without changing the way work actually gets done. We examine the behavioral, cultural and leadership choices that help employees move from occasional experimentation to meaningful day-to-day adoption.

THE QUESTION: If everyone has access, why hasn't the work changed?

IDEAL AUDIENCES: Executives · transformation leaders · HR · employees

06

EXECUTION & VALUE

Stop Piloting. Start Delivering.

From impressive demonstrations to sustained business outcomes

Promising AI pilots are easy to launch and much harder to scale. Why do they stall? We connect experimentation to business ownership, evidence, funding, implementation and the conditions that turn prototypes into measurable impact.

THE QUESTION: What would have to be true for your best pilot to become real?

IDEAL AUDIENCES: CIOs · business leaders · transformation and AI teams

KEYNOTES & EXECUTIVE TALKS

AI | BUSINESS IMPACT

Moving from possibility to priorities, adoption and measurable progress.

07

LEADERSHIP PRIORITIES

The 90-Day AI Challenge

What Would You Change First?

Imagine you had 90 days to demonstrate meaningful value from AI. What would you prioritize, what would you stop doing and how would you know you succeeded? A practical keynote on choosing opportunities, testing assumptions and building momentum.

THE QUESTION: Where would you place your first bet - and why?

IDEAL AUDIENCES: Leadership offsites · business units · strategy teams

08

TAILORED INDUSTRY BRIEFING

AI in Your Industry, Unriddled

What the AI shift means for your sector

A bespoke talk built around the trends, use cases, competitive dynamics and strategic questions facing your industry. From healthcare and pharma to finance, manufacturing, defense and technology, the examples are chosen for the audience in the room.

THE QUESTION: Where could AI change the rules of your industry?

IDEAL AUDIENCES: Industry conferences · customers & partners · executive teams

KEYNOTES & EXECUTIVE TALKS

CORPORATE INNOVATION & INTRAPRENEURSHIP

A distinct conversation about making ideas happen inside real organizations.

09

SIGNATURE KEYNOTE

CORPORATE INNOVATION

The Innovation Theater

Are We Innovating or Just Looking Busy?

Hackathons, accelerators, innovation labs and flashy launches can generate excitement without creating lasting value. Drawing on real experience leading innovation at global scale, we explore how to distinguish activity from outcomes and build a path to genuine impact.

THE QUESTION: Is your organization producing innovation - or the appearance of it?

IDEAL AUDIENCES: CEOs · R&D · innovation · strategy teams

10

INNOVATION UNDER PRESSURE

Innovation Under Constraints

How to Make Big Ideas Happen with Limited Resources

What if you cannot wait for a bigger budget, a larger team or perfect conditions? Explore practical ways to mobilize partners, win sponsorship, focus scarce resources and create momentum when constraints are the rule rather than the exception.

THE QUESTION: What could your team create with the resources it already has?

IDEAL AUDIENCES: Innovation teams · executives · transformation leaders

AN ONGOING EXPERIENCE · FOR ALL EMPLOYEES

FOMO Monday

Stay curious. Stay current. Stay ahead.

A recurring, lively AI briefing that helps employees keep pace with a field moving faster than anyone's inbox. It turns constant announcements into a useful, approachable rhythm of discovery - without requiring a technical background.

NOT A ONE-OFF KEYNOTE

WEEKLY
25-30 minute live pulse

BIWEEKLY
40-45 minute curated edition

01
See what changed
New releases, major moves and surprising demonstrations.

02
Understand why it matters
What the development enables and who it may affect.

03
Stay curious
A small experiment, a question or a useful next step.

WAYS TO ENGAGE

One idea. Several ways into the room.

01

Inspiring keynote

30-45 minutes

An energizing perspective for conferences and all-hands.

02

Executive briefing

60-90 minutes

A focused discussion around leadership and business implications.

03

Interactive session

90-120 minutes

A talk plus audience participation and structured reflection.

04

Workshop or innovation experience

Half or full day

Hands-on exploration, experimentation and next steps.

Designed around your audience.

Company-wide gatherings · leadership offsites · industry conferences · customer and partner events · innovation communities

Indicative formats. Scope, examples and duration are tailored to the event and audience.



MEET THE SPEAKER

Ady Mor-Biran

Founder & Chief Innovation Strategist, AMB Insights

Ady Mor-Biran is a global AI and innovation executive, speaker and strategist. She led Microsoft's The Garage globally, spanning 15 innovation centers, and brings more than two decades of leadership experience across technology, business strategy, corporate innovation and go-to-market at Microsoft, HP and beyond.

Known as The Unriddler, Ady turns complicated change into clear questions, memorable stories and practical conversations that help people act.

Available in English, Hebrew and Spanish.

Bring a sharper conversation to your stage.

Let's tailor a keynote, leadership session or ongoing AI briefing to your audience.

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Examples and research are reviewed and refreshed close to each event to reflect the latest developments.