

KEYNOTE 01 · KARL LILLRUD

The C-Suite AI Adoption Playbook

From AI experiments to an organization that creates measurable value at scale.



Move from AI experiments to an organization that can create measurable value at scale. Many organizations are asking the same questions: Why do so many AI pilots fail to become operating change? Where should leadership focus first? Who owns AI value? In this keynote, Karl Lillrud turns those questions into clear decisions. Drawing on thirty years of building companies, from founding Pricelizer to advising leadership teams across Europe and the Middle East, he combines current examples with frameworks the audience can use the next working day. The session is tailored after a short call with the organizer, updated close to the event so it is current on the day, and delivered in English or Swedish, in person or virtually. Attendees leave with a clearer way to prioritize AI use cases, a practical model for ownership and decision rights and a framework for moving from pilot to adoption.

Questions it answers

- Why do so many AI pilots fail to become operating change?
- Where should leadership focus first?
- Who owns AI value?
- What should be centralized, and what should be distributed?
- How do governance and speed coexist?
- How do leaders measure adoption beyond tool usage?

Attendees leave with

- A clearer way to prioritize AI use cases
- A practical model for ownership and decision rights
- A framework for moving from pilot to adoption
- Questions leaders can use immediately with their teams
- A stronger link between AI investment and business value

Best for

Executive teams, Boards, Leadership conferences, Transformation programmes, Strategy events

FORMATS

Keynote 30 to 60 min, fireside, workshop add-on, virtual. English or Swedish.

FEES

Keynotes from EUR 25,000, virtual from EUR 14,900, plus travel.

BOOK

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KEYNOTE 02 · KARL LILLRUD

AI, Your Second Brain

Think faster and better with AI, without outsourcing your judgment.



Use AI to increase the quality and speed of thinking without outsourcing judgment. Built on Karl's book *AI Your Second Brain: Evolve or Go Extinct*. Many organizations are asking the same questions: What should a leader delegate to AI? What should never be delegated? How can AI improve learning, decisions, preparation and execution? In this keynote, Karl Lillrud turns those questions into clear decisions. Drawing on thirty years of building companies, from founding Pricelizer to advising leadership teams across Europe and the Middle East, he combines current examples with frameworks the audience can use the next working day. The session is tailored after a short call with the organizer, updated close to the event so it is current on the day, and delivered in English or Swedish, in person or virtually. Attendees leave with a personal AI delegation model, a method for using AI before, during and after decisions and a clear boundary between augmentation and dependence.

Questions it answers

- What should a leader delegate to AI?
- What should never be delegated?
- How can AI improve learning, decisions, preparation and execution?
- How does an always available cognitive partner change work?
- What new failure modes appear when people stop thinking critically?

Attendees leave with

- A personal AI delegation model
- A method for using AI before, during and after decisions
- A clear boundary between augmentation and dependence
- Practical ways to make AI part of daily work

Best for

Executives, Entrepreneurs, Knowledge workers, Leadership teams, Professional services

FORMATS

Keynote 30 to 60 min, fireside, workshop add-on, virtual. English or Swedish.

FEES

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KEYNOTE 03 · KARL LILLRUD

The AI Growth Paradox

Scale with AI without becoming less human, less trusted or less distinctive.



Scale intelligence, creativity, personalization and automation without becoming less human, less trusted or less distinctive. Many organizations are asking the same questions: What happens when every company can generate infinite content? How does personalization become sameness? How can automation weaken trust? In this keynote, Karl Lillrud turns those questions into clear decisions. Drawing on thirty years of building companies, from founding Pricelizer to advising leadership teams across Europe and the Middle East, he combines current examples with frameworks the audience can use the next working day. The session is tailored after a short call with the organizer, updated close to the event so it is current on the day, and delivered in English or Swedish, in person or virtually. Attendees leave with a framework for deciding what should be automated, a model for protecting trust and a clearer AI marketing operating model.

Questions it answers

- What happens when every company can generate infinite content?
- How does personalization become sameness?
- How can automation weaken trust?
- What is the new human advantage?
- How should teams organize AI around customer value rather than output volume?

Attendees leave with

- A framework for deciding what should be automated
- A model for protecting trust
- A clearer AI marketing operating model
- Ways to use AI without erasing brand distinctiveness

Best for

Marketing, Retail, Ecommerce, Customer experience, Brand and growth leaders

FORMATS

Keynote 30 to 60 min, fireside, workshop add-on, virtual. English or Swedish.

FEES

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KEYNOTE 04 · KARL LILLRUD

Leading in the Intelligent Age

Redesign leadership for a world where AI performs real work.



Redesign leadership for a world where AI can perform real work. Many organizations are asking the same questions: What changes when the team includes AI agents? How should managers allocate work between people and machines? Which skills become more valuable? In this keynote, Karl Lillrud turns those questions into clear decisions. Drawing on thirty years of building companies, from founding Pricelizer to advising leadership teams across Europe and the Middle East, he combines current examples with frameworks the audience can use the next working day. The session is tailored after a short call with the organizer, updated close to the event so it is current on the day, and delivered in English or Swedish, in person or virtually. Attendees leave with a model for human plus AI teams, new questions for role and work design and a framework for delegation and accountability.

Questions it answers

- What changes when the team includes AI agents?
- How should managers allocate work between people and machines?
- Which skills become more valuable?
- How do leaders preserve accountability?
- What does good judgment look like when information is abundant?

Attendees leave with

- A model for human plus AI teams
- New questions for role and work design
- A framework for delegation and accountability
- Practical leadership behaviors for AI enabled organizations

Best for

Leadership conferences, HR and people leaders, Future of work, Executive teams, Management meetings

FORMATS

Keynote 30 to 60 min, fireside, workshop add-on, virtual. English or Swedish.

FEES

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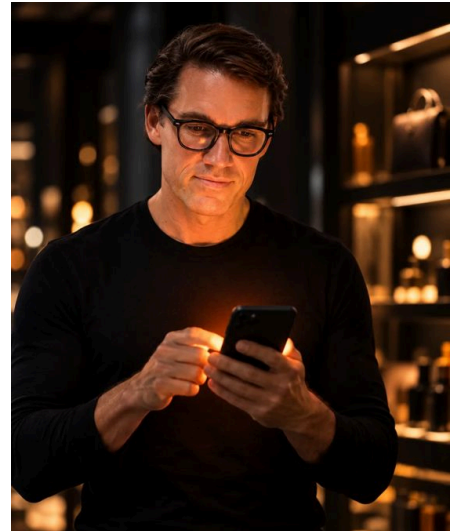
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KEYNOTE 05 · KARL LILLRUD

Agentic Commerce

Prepare for customers who let AI agents shop, compare and decide.



Prepare for customers and employees who increasingly delegate buying and selling decisions to AI agents. Many organizations are asking the same questions: What happens when the shopper is partly software? How will discovery change? What does loyalty mean when an agent compares everything? In this keynote, Karl Lillrud turns those questions into clear decisions. Drawing on thirty years of building companies, from founding Pricelizer to advising leadership teams across Europe and the Middle East, he combines current examples with frameworks the audience can use the next working day. The session is tailored after a short call with the organizer, updated close to the event so it is current on the day, and delivered in English or Swedish, in person or virtually. Attendees leave with a map of the emerging agentic customer journey, new friction points and growth opportunities and questions for commerce, marketing, data and product teams.

Questions it answers

- What happens when the shopper is partly software?
- How will discovery change?
- What does loyalty mean when an agent compares everything?
- How will brands influence an agent?
- What changes in conversion, service, pricing and customer data?

Attendees leave with

- A map of the emerging agentic customer journey
- New friction points and growth opportunities
- Questions for commerce, marketing, data and product teams
- A clear view of where human trust still matters

Best for

Retail, Ecommerce, Payments, Marketplaces,
Consumer brands, Financial services

FORMATS

Keynote 30 to 60 min, fireside, workshop
add-on, virtual. English or Swedish.

FEES

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KEYNOTE 06 · KARL LILLRUD

Innovation Under Pressure

Stop treating experiments as innovation. Build a system that delivers outcomes.



Stop treating experiments as innovation and build a system that turns new capabilities into outcomes. Many organizations are asking the same questions: Why do organizations run endless pilots? How do teams separate signal from hype? What should be tested first? In this keynote, Karl Lillrud turns those questions into clear decisions. Drawing on thirty years of building companies, from founding Pricelizer to advising leadership teams across Europe and the Middle East, he combines current examples with frameworks the audience can use the next working day. The session is tailored after a short call with the organizer, updated close to the event so it is current on the day, and delivered in English or Swedish, in person or virtually. Attendees leave with a practical experiment to outcome model, a way to evaluate emerging technologies and better criteria for killing weak ideas.

Questions it answers

- Why do organizations run endless pilots?
- How do teams separate signal from hype?
- What should be tested first?
- How do leaders create permission to change?
- What makes innovation repeatable rather than accidental?

Attendees leave with

- A practical experiment to outcome model
- A way to evaluate emerging technologies
- Better criteria for killing weak ideas
- A system for accelerating valuable ones

Best for

Innovation events, Leadership, Technology and product, Transformation, Entrepreneurship

FORMATS

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KEYNOTE 07 · KARL LILLRUD

From AI Experiments to Commerce Advantage

The operating model that makes AI convert your visitors.
Headline Stage, eCommerce Expo London 2026.



Move from scattered AI experiments to measurable growth, stronger conversion and better customer decisions. Delivered on the Headline Stage at eCommerce Expo London, September 2026. Many organizations are asking the same questions: Why do AI experiments rarely move conversion? Which customer decisions should AI improve first? How do personalization, loyalty and trust interact? In this keynote, Karl Lillrud turns those questions into clear decisions. Drawing on thirty years of building companies, from founding Pricelizer to advising leadership teams across Europe and the Middle East, he combines current examples with frameworks the audience can use the next working day. The session is tailored after a short call with the organizer, updated close to the event so it is current on the day, and delivered in English or Swedish, in person or virtually. Attendees leave with an operating model for AI in commerce, priorities for conversion, personalization and loyalty and a view of agentic commerce and retail media.

Questions it answers

- Why do AI experiments rarely move conversion?
- Which customer decisions should AI improve first?
- How do personalization, loyalty and trust interact?
- What operating model turns AI into commerce advantage?
- How will agentic shoppers change the funnel?

Attendees leave with

- An operating model for AI in commerce
- Priorities for conversion, personalization and loyalty
- A view of agentic commerce and retail media
- Questions to take back to commercial, product and data teams

Best for

Ecommerce leaders, Digital directors, Product leaders, Commercial teams

FORMATS

Keynote 30 to 60 min, fireside, workshop add-on, virtual. English or Swedish.

FEES

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