

# ANAT BARON

Keynotes | Advisory | Strategy

The Human + AI Equation  
for Decision Leadership

A Strategy for Leadership, Judgment,  
and Accountability



## Why Event Planners Choose Anat Baron

Most speakers talk about what could happen. I talk about what must happen. More importantly, I talk about what you should do about it. I've led global brands through massive disruption, established entirely new market categories, and held ultimate accountability for the results. I don't bring theories. I bring the operator's perspective on how to lead, decide, and drive results in high-pressure environments.

## Professional Biography

**Former CEO who scaled Mike's Hard Lemonade into a \$200M category-defining brand in three years.**

Today, Anat Baron helps leadership teams navigate what must remain human-led as AI capabilities accelerate. She developed **The Human + AI Equation**: a decision framework for judgment, accountability, and ownership when automation expands faster than governance.

Her perspective is built on operating experience across consumer brands, technology, hospitality, and entertainment. As a tech founder (The Travel Fanatic, StashWall) and former hospitality executive (Four Seasons, Radisson), she brings cross-industry exposure that translates AI complexity into decision clarity. Her decade in Hollywood as a producer and documentary filmmaker adds high-stakes storytelling to strategic frameworks. This is why executives trust her to cut through hype and focus on accountability.

## Featured In



## Ideal For

- **Corporate Events & Conferences** Requiring a pragmatic, operator-led perspective on the future of business.
- **Leadership Summits & Executive Offsites** Focused on strategic decision-making and accountability.
- **High-Stakes Organizations & Growth Companies** Navigating the bridge between rapid automation and human-led judgment.

## The Decision Gap

“ Knowledge is knowing a tomato is a fruit. Wisdom is not putting it in a fruit salad.

- *Attributed to MILES KINGTON*

## The Bottom Line

In the age of AI, the machine provides the knowledge (data, analysis, options), but only the human provides the wisdom (judgment, accountability). **The Human + AI Equation** ensures organizations never put the tomato in the corporate fruit salad.



## Signature Keynote

### The Human + AI Equation

**The Problem:** The Logic Gap. Organizations are in a holding pattern. Leadership knows the work is changing but lacks the framework to map AI capabilities against human skills to achieve the best results.

**The Solution:** The Equation. A strategic mapping of tasks, workflows, and jobs to determine when to use AI, when to stay 100% human, and how to combine both for maximum impact.

**The Result:** A concrete roadmap to scale AI without losing leadership control or accountability. You leave with the framework to decide faster, act with precision, and protect the human judgment that drives your competitive edge.

## Additional Keynotes

**AI Transformation: From Strategy to Results.** Bridging the “Middle-Mile” gap where AI pilots fail to scale into operational ROI.

**The Future of Work: Keeping Your Best Talent.** Preventing the “Talent Leak” where automation erodes judgment and pushes top performers out.

**The Next 1000 Days: The Decisions That Will Define 2030.** Cutting through “Signal Fatigue” to identify the long-term bets that matter.

## What Leaders Are Saying

“ Anat blew the doors off one of our top large conferences.

- **MERRILL LYNCH**  
Senior Leadership Team

“ Challenged the team to determine exactly what they were going to do differently to win.”

- **FARMERS INSURANCE**  
Executive Leadership

“ Exactly the vision our audience needed. Not dystopian—practical.

- **ROCKWELL AUTOMATION**  
Strategic Lead

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