**30 WORD BIO**

Deva I Justhy is an author, international keynote speaker, and an AI and Data Strategy Consultant helping organizations unlock enterprise value by aligning data, AI, and leadership for business transformations.

**100 WORD BIO**

Deva I Justhy is a globally recognized author, keynote speaker, and trusted advisor on data strategy, AI, and digital transformations. As the author of *The Billion Dollar Byte*, he empowers organizations to unlock enterprise value by treating data as a core business asset. Justhy, as he likes to be called, is the creator of practical frameworks like the Data Strategy Blueprint, DAAS Index and has advised Fortune 500 companies, government agencies, and other industries worldwide. With a rare ability to simplify the complex, he helps leaders, he calls “The Datapreneurs”, align people, data, and technology for sustainable and compliant growth.

**220 Word Bio**

**Deva I Justhy** is a globally recognized author, keynote speaker, and transformation consultant known for helping organizations unlock enterprise value by aligning data, AI, and leadership. He is the author of *The Billion Dollar Byte* and the creator of frameworks such as **The Data Strategy Blueprint**, **The AI Strategy Blueprint**, **The Data As An Asset Index (DAAS Index)**, and the **Class N Operational Data Store**—powerful tools that help organizations turn complexity into clarity and data into a strategic asset.

With over two decades of experience working with **Fortune 500 companies**, **middle-market companies**, and public sector institutions, he prefers to be called, **Justhy** and is a trusted advisor for leaders navigating the intersection of business and emerging technology. His key concept, **The Datapreneur**, inspires professionals to create value and drive change through **data and AI**.

Justhy is especially passionate about working with **innovative business leaders and entrepreneurs** who are looking to **exit their businesses at the highest possible valuations**. By leveraging data analytics, AI, and digital transformation, he helps position companies for maximum value realization and scalable growth.

Whether guiding boardrooms or frontline teams, Justhy brings a rare blend of strategic insight, storytelling, and systems thinking to every engagement.

Now based in **Tucson, Arizona**, Justhy continues to support mission-driven organizations worldwide in making data practical, AI valuable, and transformation real.