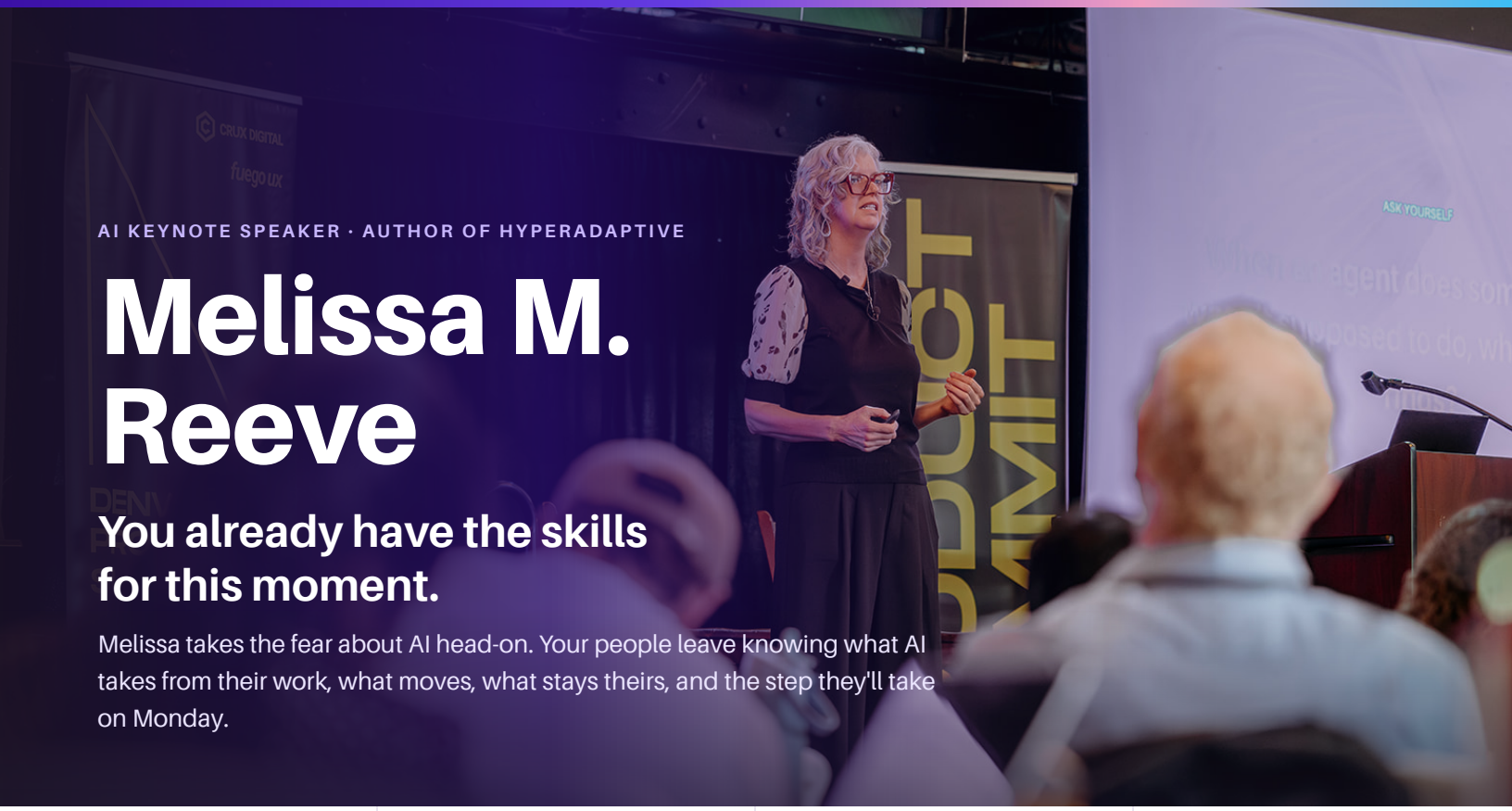

AI KEYNOTE SPEAKER · AUTHOR OF HYPERADAPTIVE

Melissa M. Reeve

You already have the skills for this moment.

Melissa takes the fear about AI head-on. Your people leave knowing what AI takes from their work, what moves, what stays theirs, and the step they'll take on Monday.

#1
Amazon bestseller, Business Management Science

Goody
Business Book Award winner, 2026

Coca-Cola
LATAM booked the jobs talk

25 years
Toyota Production System to AI; first VP of Marketing, Scaled Agile

TALKS

01 MOST BOOKED
Build, Monitor, Maintain: What AI Does to Jobs
Three different jobs, and often three different people.

02 **Where the AI ROI Went (And How to Get It Back)**
You bought the licenses and ran the training, and the return still hasn't shown up.

03 **AI Learning Is Social Learning**
A course on AI goes stale in about six months. What keeps up is people teaching people.

04 2-HR WORKING SESSION
Your AI North Star
One business goal so big you can only reach it with AI, set by the people who own the work.

FROM ORGANIZERS

> *"We received a lot of positive feedback throughout the session. Both we and the participants truly enjoyed it."*
>
> **Signe Damgaard**
> AUTONOMOUS Summit

STAGES

NEXT **XebiaCon**, Amsterdam, 2027

Denver Product Summit

DC State of the Stack

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Fees quoted by engagement

Send the date, audience and format. You'll usually hear back the same day. In person or virtual, 25 minutes to 2 hours.

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WATCH THE REEL

CHECK AVAILABILITY