



Nancy Rademaker

Nancy Rademaker is a motivating international business speaker who helps leaders make sense of how technology influences people's behaviour. Her fast paced keynote speech style blends bold presentations with practical tools so your audience can act the moment they leave the room.

KEY TOPICS

- **The X factor of customer centricity**
- **The Power of AI**
- **Culture & Leadership in The Beyond**
- **Healthcare in The Beyond**

BIOGRAPHY

Why Book Nancy

If you need an insightful keynote speaker who can energise a room and still deliver very practical things people can use on Monday, Nancy fits. She shows how *customer centricity*, *artificial intelligence*, *machine learning* and *deep learning reshape markets*, and how business model change follows when companies acquire deeper customer knowledge. Audiences leave with a new mental model for an uncertain future, plus instantly usable takeaway ideas for better business communication, employee experience and personalised customer experiences.

Background And Credentials

Nancy brings more than two decades in tech, including five years at Microsoft in the Netherlands and across Europe, followed by senior roles advising boards and taking business leaders to global innovation hubs. *As one of the few female international keynote speakers in her field*, she focuses on how technological factors and exponentially evolving technology have largely affected human behaviour, not only businesses. Today she is a partner at nexworks, where Nancy played a central role in designing learning expeditions for world inspire tours that put executives inside the labs, start ups and corporates building tomorrow.

Subjects Covered

- **Extreme Customer Centricity** How customer centricity becomes a habit across teams. Nancy shows how to acquire deeper customer knowledge, abandon traditional linear ways of working and build a customer centric company at the same speed customers change.

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- **AI In Practice** Artificial intelligence, machine learning and deep learning without the fluff. From predictive maintenance in industry to smarter service journeys, Nancy maps the opportunities and the limits so teams can harness today's profit opportunities.
- **Disruptive New Business Models** Why it is never just the technology. Nancy explains how technology influences people's behaviour and triggers disruptive business models, and how to spot the signals that distinguish great companies from the rest.
- **Healthcare In The Beyond** A timely wake up call for the healthcare sector. Nancy explores how consumers take control of their own health and their own treatment, what this means for any healthcare company, and how personalised customer experiences will set the pace.

What A Keynote Speech Takes Your Audience Through

Nancy's **keynote speech** takes people from today's comfort zone to tomorrow's exponentially evolving technology. The journey is brought to life with thought provoking images, case studies and simple golden rules that shape decisions at critical moments. Expect a hugely practical presentation with equal focus on strategy and execution.

Moderator And Facilitator

Beyond the keynote, Nancy is an incisive and knowledgeable facilitator. She has moderated leadership offsites and customer summits, encouraging meeting etiquette and running countless industry panels with clarity and warmth. Her relevant style has exceeded expectations for clients across virtually all industries, from a healthcare related company unveiling a new platform to marketing and sales teams refining client communication skills.

Proof Of Audience Appeal

Event organisers cite Nancy's great sense of humour and infectious enthusiasm. Feedback highlights that "society today" themes resonated hugely, that Nancy challenged comfortable assumptions, and that her enthusiasm literally lit up the room. She has been chosen for major moments, including the **Google Marketing Platform Conference** in Dublin and programmes with **Prudential Corporation Asia**, where her equal focus on people and technology landed with senior leaders.

What Your Team Takes Away

- A clear map of technological factors shaping customer and employee behaviour
- Innovative communication approaches that improve client conversations and maintain valuable relationships
- Practical tools to identify sales opportunities ahead and harness today's profit opportunities
- A continuous and valuable source of examples to share knowledge inside your business
- Confidence to test disruptive business models and move faster, with less risk

Booking Notes

Nancy works closely with your production team to align content, visuals and flow. Whether you want an entertaining presentation with a strong story arc or an incisive session that arms your marketing and sales teams with tools, she will tailor the material to your industry and goals.

WHAT PEOPLE SAY

"Nancy's highly tailored presentation took our audience with storm - and strengthened the understanding of the rapid shifts that are already happening and that we need to account for in our product development and launch strategies. Great energy and VERY good rapport with the audience!"

— Corporate Vice President, Commercial Innovation - Novo Nordisk

"Nancy's talk exceeded our expectations - and they were high. She was cited by almost all of the +600 executives at our summit as the highlight of the day. She was a true professional and made a real impact. Not only with tremendous enthusiasm, but also with a lot of knowledge and insights, which made everyone leave HORESTA Summit 2018 inspired and invigorated."

— CEO at HORESTA - Hotel, Restaurant & Tourism Industry in Denmark

"Nancy Rademaker is an outstanding keynote speaker..... The subject of the speech for our international management conference was the Impact of Digitalization on the Human Factor, and she made it very relatable from both a professional and personal perspective. Nancy brought it to life with examples everyone could identify with. Her message was laced with facts and developments directly related to our industry. Overall, a superb job. She is one of the best speakers we've had at our conferences. I would highly recommend her."

— CEO - LSG Group