

I. AI STRATEGY • KEYNOTES • WORKSHOPS

The bottleneck isn't the AI. *It's you.*

I help leaders get out of the way — with strategy, agents, and automation.

Arvell's view on the disruptive impact of generative AI comes from 20+ years in digital marketing and consulting. An early adopter of conversational AI, he began building chatbots in 2017. He speaks to engage, entertain, and educate — with stories and strategies audiences can apply immediately.

AI GROWTH ADVISOR • STRATEGIST • AUTHOR OF THE AI STRATEGY PLAYBOOK



FIG. 01 — A. CRAIG • B/W • STUDIO

DELEGATION FRAMEWORKS • AGENT PLAYBOOKS • AI FOR SALES & CX • EXECUTIVE KEYNOTES

II. WHAT OTHERS ARE SAYING

"Arvell is a hard-working and inspirational speaker who is also an absolute pleasure to work with. He's spoken twice at INBOUND so far and earned high marks from our (very selective) audiences both times."

— LAURA "@PISTACHIO" FITTON • EVANGELIST, INBOUND

PAST CONFERENCES

Digital Summit	10×
DigiMarcon	5×
INBOUND	4×
LeadsCon	4×
Lead Generation World	4×
Affiliate Summit • AMA	✓

III. SPEAKING TOPICS

- i. Introduction to AI Agents
- ii. Becoming an AI-First Professional (From Literacy, to Fluency, to Mastery)
- iii. Developing AI Strategies for Operational Efficiency
- iv. How to Find Your Breakthrough Use Case for AI

IV. BOOKING & FEES

Keynote (45-60 MIN)	\$6,500
Full-day workshop	\$12,000

+ BUSINESS-CLASS TRAVEL • UP TO 100 COPIES OF "THE AI STRATEGY PLAYBOOK" INCLUDED WITH KEYNOTE

BOOK A MEETING →