



Katie King

Katie King is a leading AI strategist, keynote speaker and author with over 35 years of consulting experience. She helps organisations across industries understand and apply AI to transform business performance, customer experience and leadership capability in an evolving digital landscape

KEY TOPICS

- AI Strategy for Sales, Marketing and Customer Experience
- Applying AI for Business Transformation
- The Future of Work and AI Skills Development
- Ethical and Responsible AI Adoption

BIOGRAPHY

Introduction

Katie King is a globally recognised AI strategist, keynote speaker and author whose work spans artificial intelligence, digital transformation and executive leadership. With more than three decades of consulting experience across sectors, she equips organisations with the insight and practical strategies needed to navigate the rapidly evolving AI landscape. Her influence, credibility and cross-industry expertise position her as one of the foremost voices shaping the future of AI and business transformation.

Professional Background & Credentials

Born in the UK, Katie brings more than 35 years of consulting experience across technology, financial services, public sector, healthcare, pharma, retail and professional services. In May 2025, she was appointed one of 30 Global AI Ambassadors by Swiss Cognitive Advisory & Research. She also received multiple accolades in 2024, including Leading AI Strategist, Top 10 Influencer in AI, and Most Inspiring Women in Technology. Katie has delivered two TEDx talks and is a sought-after international speaker, presenting in 17 countries in 2024 alone and continuing to deliver expert sessions in the USA, Europe and Canada. She is a member of the UK Government's All-Party Parliamentary Group (APPG) task force for AI adoption and sits on the Editorial Board for the AI and Ethics Journal (Springer Nature). Her client base spans a wide mix of sectors. In banking and financial services, she has worked with Capital One Plc, the Financial Conduct Authority and Arab Housing Bank. In law, she collaborates with leading firms and the Association of Chief Legal Counsel. She advises management consultancies including Deloitte, Accenture and PwC, and has contributed to Boston Consulting Group's thought leadership on generative AI. Katie also works extensively in HR, healthcare, construction, architecture, facilities management, medtech, retail, travel and hospitality.

Books and Publications

Katie is the author of multiple influential works on AI's impact on marketing, sales and customer experience. Her third book, exploring AI-driven transformation across commercial functions, will be published in November 2025. Her second book, *AI Strategy for Sales and Marketing*, was published in 2022 and explores how organisations can integrate AI across customer-facing operations. Her first book, *Using Artificial Intelligence in Marketing*, was referenced in the World Economic Forum's AI Leadership toolkit for corporate boards, further cementing her thought leadership in the field.

Teaching and Academic Roles

Katie contributes to education through her global school AI initiative, *Leaders of Tomorrow*, created to close the skills gap and inspire young people to pursue careers in STEM and AI. She also works with universities and business schools as a guest speaker and subject expert in AI strategy and leadership.

High-Profile Clients & Collaborations

Katie's client portfolio spans a wide range of global organisations across finance, legal services, management consulting, healthcare, HR, technology, construction, tourism and retail. Her work includes partnerships with Capital One Plc, the Financial Conduct Authority, Deloitte, Accenture, PwC, Sanofi, the Straumann Group and the Arab Housing Bank, as well as leading firms in the built environment and medtech sectors. She continues to advise companies worldwide, with upcoming engagements in Australia supporting a data organisation and its government clients. This breadth of collaboration reflects her deep expertise in AI-driven transformation and her ability to support leadership teams across multiple industries.

Speaking Style & Audience Value

Katie's speaking style is practical, insightful and deeply grounded in real-world application. She translates complex AI concepts into clear, actionable strategies tailored for business leaders, functional teams and cross-sector audiences. Her keynote sessions blend strategic foresight with practical frameworks, helping organisations improve performance, enhance customer experience, adopt ethical AI practices and build capability for the future. Katie brings a rare combination of credibility, clarity and experience, offering audiences not only the big picture of AI-driven transformation but also the practical steps needed to deliver lasting value. [Contact us now](#) for more information on how Katie can support your organisation's AI strategy, transform customer-facing functions and empower your teams to navigate the future with confidence

WHAT PEOPLE SAY

""Katie's presentation at the ACC Global General Counsel Summit could not have been more on point for our audience of senior legal counsel. She kicked off our Summit inspiring our attendees to take a different look at what is possible with AI vs just what is wrong with AI. It gave everyone something to consider as they participated in the rest of the programme and certainly encouraged more than a few conversations and connections for all. Can't recommend Katie more for a keynote or presentation at any organization's upcoming events. Thanks again Katie for helping us hit this one out of the park!""

— Maria Volpe-Viles, Associate Vice President at the Association of Corporate Counsel

""Katie gave an amazing keynote on AI at our recent conference. She's incredibly knowledgeable and the audience loved her talk! Highly recommend!""

— Tash Courtenay-Smith, CEO: D2C Live & Bolt Digital

""Katie is a great public speaker, with a wealth of knowledge in her field. Katie recently spoke at WTM London on the power of AI in Loyalty and was great at interacting and engaging with the audiences, as well as continuing the flow of conversation alongside other speakers. Katie is extremely professional to work with and I am so pleased we were able to get her involved in this year's event.""

— Brooke Gilbertson, International Conference Manager