

EXECUTIVE KEYNOTE SPEAKER

RACHEL LOUI

(pronounced Loo-EE) AI STRATEGY & TRANSFORMATION ADVISOR FOR CEOs

**"AI Isn't Your Strategy. Leadership Is."**

In the age of AI, the hardest question isn't "How do we use AI?" It's "What should we actually do with it?"

Rachel Loui helps CEOs and senior leaders identify where AI can create the greatest business value, prioritize the highest-ROI opportunities, and decide where to invest next.

\$473MRevenue growth
led at Google**\$2B+**Strategic opportunities
unlocked**20+**Countries of executive
leadership**25+**Years strategy &
transformation
TRUSTED BY Google • United Nations • Pfizer • Boehringer Ingelheim • Columbia Business School • Vistage
100%Strongly recommend,
CEO groups**5/5**Consistent workshop
evaluations**Multiple**"Best Speaker"
recognitions**Repeat**Keynote & workshop
invitations

CREDIBILITY HIGHLIGHTS

Google: \$473M Revenue Impact

Former Google International Growth Executive who led strategies contributing to \$473M in revenue growth.

Boehringer Ingelheim: \$2B+

Former Chief Strategy Officer and Head of Business Operations for China, Taiwan and Hong Kong who unlocked \$2B+ in strategic market opportunities and rebuilt a 60-person organization.

15+ Years On Stage

Executive keynotes and workshops for US and international executives, including Google, the United Nations, Pfizer, Boehringer Ingelheim, Columbia Business School and Vistage CEO groups.

VERBAL INTRODUCTION SCRIPT

Please welcome a former Google International Growth Executive who led strategies behind \$473 million in revenue growth, and a former Chief Strategy Officer who unlocked \$2 billion in opportunity at Boehringer Ingelheim. Today she helps CEOs and executive teams answer the hardest question of the AI era: what to actually do with it. Please welcome Rachel Loui.

WRITTEN BIOS

50-WORD • Event Programs / Introductions

Rachel Loui is a former Google International Growth Executive and former Chief Strategy Officer at Boehringer Ingelheim, where she led \$473M in revenue growth and unlocked \$2B+ in strategic opportunities. She now helps CEOs and executive teams navigate the biggest leadership decision of the AI era: what to prioritize before deciding how to implement it.

100-WORD • Speaker Pages / Conference Materials

Rachel Loui is an AI Strategy & Transformation Advisor for CEOs. A former Google International Growth Executive, she led strategies contributing to \$473M in revenue growth. As former Chief Strategy Officer and Head of Business Operations for China, Taiwan and Hong Kong at Boehringer Ingelheim, she identified and unlocked \$2B+ in strategic market opportunities and rebuilt a 60-person organization. With 25+ years in strategy and business transformation across 20+ countries, Rachel has spent 15+ years delivering executive keynotes and workshops to audiences including Google, the United Nations, Pfizer, Columbia Business School and Vistage CEO groups. Her point of view: AI isn't your strategy. Leadership is.

150-200-WORD • Meeting Planners / Speaker Bureaus

Rachel Loui is an AI Strategy & Transformation Advisor for CEOs, helping leaders navigate the biggest leadership decision of the AI era: what to prioritize before worrying about how to implement it. A former Google International Growth Executive, Rachel led strategies contributing to \$473M in revenue growth. As former Chief Strategy Officer and Head of Business Operations for China, Taiwan and Hong Kong at Boehringer Ingelheim, she identified and unlocked \$2B+ in strategic market opportunities while rebuilding a 60-person organization. Rachel brings 25+ years of strategy and business transformation experience across 20+ countries to every engagement, offering the perspective of an operator, not just an AI commentator. Over 15+ years and 100+ executive presentations and summits, she has delivered keynotes and workshops for Google, the United Nations, Pfizer, Columbia Business School and Vistage CEO groups, earning a 100% strong-recommend rate among CEO groups and consistent 5-out-of-5 workshop evaluation scores. Rachel's signature line, "AI isn't your strategy. Leadership is," gives executive audiences a framework for deciding what matters, where to focus, and how to turn AI into business results, regardless of industry.

SIGNATURE KEYNOTES & EXECUTIVE WORKSHOPS

01 • DECIDE

"AI Isn't Your Strategy. Leadership Is."

Rachel helps leaders identify where AI can create the most business value and decide what to prioritize before spending more.

- Top three AI priorities
- Executive decision framework
- Clarity on next steps

02 • ALIGN & EXECUTE

The CEO's 6Cs of AI Transformation™

A shared framework to align executive priorities, make better decisions and turn strategy into action.

- Shared executive language
- Aligned strategic priorities
- First-90-days action plan

03 • INFLUENCE

Getting What You Want in the Age of AI

How to negotiate, influence and create visibility when the path forward isn't obvious.

- Stronger leadership position
- Language that moves decision-makers
- 90-day influence plan

THE CEO'S 6CS OF AI TRANSFORMATION™

Six executive questions that anchor the Align & Execute keynote and workshop.

1. Context What business outcome are we solving?	2. Capabilities What capabilities do we need to win?
3. Choices Where should we focus, and where should we not?	4. Change How will we get people to adopt it?
5. Controls How do we manage risk and accountability?	6. Continuous Improvement How do we keep improving the value we create?

TALK FORMATS & TARGET AUDIENCES

Talk Formats

Keynote	60–75 min
Executive Workshop	2–4 hours
Executive Offsite	Customizable

Target Audiences

- CEOs & senior executives
- C-suite leadership teams
- Boards
- Sales & commercial leaders
- Strategy leaders
- Women executives / leadership audiences
- Professional-services leaders
- Technology / SaaS
- Healthcare / life sciences
- Corporate conferences
- Vistage & CEO peer-advisory orgs

FREQUENTLY ASKED QUESTIONS

Q. What is your speaking fee?

Speaking fees are customized based on audience, format, location and engagement scope. Contact us for availability and rates.

Q. How much do you customize each talk?

Every engagement is tailored to the audience, business context and desired outcomes, while preserving Rachel's core frameworks and point of view.

Q. Will this work for my industry?

Yes. The subject is leadership decision-making in an AI-enabled world, not technology adoption. The frameworks work across industries.

Q. Why Rachel, and not another AI speaker?

Rachel has led strategy, growth and transformation inside complex global organizations, and combines that operator experience with current AI expertise. Operator, strategist, AI practitioner, speaker.

AV / TECHNICAL RIDER

Venue Provides

- Large screen / projector
- Professional sound system
- Wireless handheld or lavalier mic
- Clicker / presentation remote
- Power access near stage position

Rachel Brings

- Presentation deck sent ahead (or laptop if needed)
- Any proprietary workshop materials sent ahead

PHOTOS



On stage



On stage



On stage

Full-resolution photo gallery: [Download from Google Drive](#)

VIDEO REELS

- Keynote: [Watch](#)
- Keynote: [Watch](#)
- Workshop: [Watch](#)
- Executive Working Session: [Watch](#)
- Improv Style During Talks: [Watch](#)

WHAT PEOPLE ARE SAYING

GOOGLE EXECUTIVES SAY

"Rachel Loui is one of the most authentic creative industry voices that continuously challenges the status quo and sets a higher standard for thoughtful innovation. She brings a uniquely insightful perspective to how leaders can think about and apply AI to drive real business results. Her high energy, engaging style captivates audiences while challenging them to think differently and, most importantly, motivating them to take action."

Valerie Nilsson, Google AI Product Strategy, Office of the CIO

CEO PEER ADVISORY CHAIRS SAY

"Rachel has a rare ability to make AI strategy practical and actionable. She helps leaders move beyond experimentation to identify where AI can drive growth, profit, and competitive advantage. Her executive experience, strategic rigor, and improv background make her engaging, memorable, and highly effective."

Dale Robinette, Vistage Worldwide Master Chair and Author, The Modern Leadership Agreement & Rich Layers

CONFERENCE ORGANIZERS SAY

"Rachel's ability to adapt to any format (workshop, keynote, webinar) truly makes her one of the easiest speakers to work with. Her wide range of topics can be personalized and formatted to the group and attendees, enabling us to provide a tailored experience rather than a one-size-fits-all event. Our attendees enjoyed her sessions and we had nothing but positive reviews."

Nancy Kwon, CFIG Vice President of Marketing and Communications | Canadian Federation of Independent Grocers

BOOK RACHEL

"I know exactly what to do when I get back to the office tomorrow."

BOOKING & MEDIA INQUIRIES

Hello@Rachelloui.com

Rachelloui.com