

SPEAKER · AUTHOR · ADVISOR



Cory Smith

From AI ambition to enterprise capability. Founder of Signal & Horizon and author of *Shoot. Ready. Aim.*

Based in Denver · speaks worldwide, in person and remote

Cory has built enterprise AI from the inside and advised it from the outside. In 28 years, working with dozens of organizations including Fortune 500 companies, he helped found Hatch, Aflac's innovation lab, led North American digital transformation at FPT Software, and now helps leadership teams get AI out of pilots and into the business. His message is simple: AI initiatives rarely fail on the technology. They fail on adoption.

SIGNATURE TALKS

The Pilots That Die Quietly

Why capable organizations keep buying AI transformations they aren't built to absorb, and the unglamorous work, done in the right order, that gets AI into production.

Judgment Debt

Every task AI takes over borrows against your organization's judgment. Where the debt builds up, how to measure it, and how to pay it down before something unusual happens.

Intent Before Solutions

Tie every AI and innovation initiative to a measurable business outcome before anyone picks a tool. Built on Cory's Ideas to Initiatives to Outcomes method.

KEYNOTES AND PANELS

AWS re:Invent (GenAI track keynote)
Collision Conference, Toronto
Microsoft CXO Summit (two keynotes)
Plug and Play Tech Center (panel)
DataBank IMX Innovation Day
American Marketing Association
Automobile Club de l'Ouest, Le Mans
UK Newspaper Society, Solihull
Aflac enterprise main stage

BOOKS

Shoot. Ready. Aim.: How the AI Industry Sold Everyone a Revolution Nobody Was Ready For

Beautifully Human · *Lean Innovation* · *Wired for Change*

TALKS TO

CEOs, CIOs, COOs and boards ·
innovation and transformation teams ·
insurance, healthcare and financial
services audiences

FORMATS

Keynotes · panels and moderation
· executive workshops · podcasts,
TV and radio, in person or remote

Book Cory

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