



# ANAT BARON

KEYNOTE SPEAKER | FUTURIST

## Entrepreneur, Global Business Innovator and Brand Builder

Former Head of Mike's Hard Lemonade

Founder and CEO of tech startup—StashWall, Inc.

Corporate Executive at Four Seasons and Holiday Inn

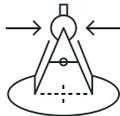
VP Development of TV/Film Production Company—VZS Films

Director/Producer/Writer, Beer Wars

## UNPACKING A FUTURE OF POSSIBILITIES

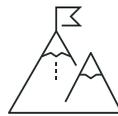
Anat Baron is a force of nature whose forte is building brands, leading teams, and growing companies. She has led major organizations through periods of internal upheaval, intense competition, and market disruption. Her real-world experience and deep understanding of technology allow her to share proven strategies for engaging consumers, nurturing innovation, and generating sustainable growth for businesses, non profits, and associations. Anat provides an exceptional blend of business acumen, creative vision, and storytelling.

As a solution-oriented keynote speaker who offers fresh perspectives on the big ideas and important questions shaping our future, Anat combines bold vision and humor to inspire your audience to think bigger and take action. She builds each of her dynamic and informative talks by investing time with key members of your organization and understanding your audience and the most important issues they face. The result is an insightful and engaging presentation that sparks conversation, creates meaningful change, and has lasting impact.



### FIT TO ORDER

Anat doesn't deliver canned speeches. Her conversations are tailor made for your audience based on your needs.



### RESULTS DRIVEN

Anat moves the audience to action by offering practical takeaways to drive better business outcomes.



### UNIQUE PERSPECTIVE

With diverse experience as both entrepreneur and executive, Anat provides a firsthand point of view into the biggest issues confronting organizations today.



### REAL LIFE STORIES

Anat skillfully weaves together compelling narratives from her business experience, crafting memorable presentations that ignite and inspire audiences.



### FOOD FOR THOUGHT

Anat helps your audience understand why we are nearing the end of "business as usual" and how to navigate without a map to win in the new economy.



### A SPOONFUL OF SUGAR

Anat uses audience participation, multimedia, and humor to add magic to the topic and create a galvanizing experience to help you achieve your goals.

## ANAT'S STORY

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### DIFFERENTIATED

Anat Baron's energizing presence and impressive track record as an entrepreneur, filmmaker and force behind Mike's Hard Lemonade sets her apart in the speaking world. A passionate problem solver and rule-breaking trend setter, Anat shares expertise gained in a wide range of industries to help your organization reset thinking, embrace change and overcome obstacles.

### MULTI-FACETED

Currently the CEO of Stashwall, Inc., an early-stage, game changing technology startup, Anat Baron is best known as the wunderkind behind Mike's Hard Lemonade. Within three years, she grew Mike's into a \$200 million juggernaut—establishing a new product category in the ultra-competitive beer industry. She did this despite her allergy to alcohol.

Anat's eclectic and highly successful career has included working with well-known hotel brands including Four Seasons, Holiday Inn, and Radisson, and as a Hollywood executive and producer. After leaving Mike's, she combined her entertainment and business know-how to write, produce, and direct *Beer Wars*, an award-winning documentary film that tells the David and Goliath story of the US beer industry and accurately predicted the exponential growth of craft beer.

### OPINIONATED

Always ready (and willing) to provide her point of view, Anat has been both in front of and behind the camera, on stage speaking to audiences of hundreds or thousands. She has been quoted or interviewed in 500+ TV, radio, print and online press outlets, including: *CNN*, *Fox News*, *CBS*, *ABC*, *NBC*, *WB*, *NPR, Inc.*, *Entrepreneur*, *New York Post*, and *Los Angeles Times*.

And if that's not enough, Anat is currently writing a book focused on building and growing differentiated brands in an age of constant distractions and abundant choices.

### FOCUSED

Driving Anat's success as a business leader, speaker, and lifelong learner is her strong belief that organizations and individuals should thrive on change rather than fear it. She infuses this inspiring point of view into every presentation — motivating multi-generational audiences to take charge and galvanizing them into action. Her compelling, no-nonsense, audience centric approach makes her the perfect speaker for today's increasingly fast changing world.





## Aftershocks and Opportunities

As we slowly emerge from the pandemic, it's time to think about the next horizon and beyond. Understanding what comes after can help us plan and prepare for those possibilities as we reshape our strategies today. Future insights not only provide fresh perspectives but can help us adapt to the new opportunities, risks, and challenges that could arise as the post-pandemic world unfolds.

Anat Baron will review the 5 biggest trends facing us as we look ahead:

- 1) technology adoption,
- 2) the empowered consumer/employee,
- 3) distributed everything,
- 4) the battle for attention, and
- 5) disruption everywhere

This thought-provoking and informative presentation will provide strategies to bridge the gap and succeed as we race toward 2022 and beyond.

VIRTUAL

WATCH



## Living in Fast Forward

Change comes slowly and then all at once. Artificial Intelligence is predicted to create a dystopian nightmare where machines make humans irrelevant; however, Anat Baron believes we should be looking at increasing Human-AI collaboration. To succeed in today's complex world, companies must be able to connect, predict and adapt in real time for their customers' benefit. In order to do so, they are increasingly dependent on machines.

In this presentation, Anat Baron explores how emerging technologies will change the way customers and businesses interact. She shares how AI, robotics, information and communication technologies will impact how we relate to one another. She explains why your organization should embrace automation technology that is combined with human decision-making. Her talk will bring to life a future where AI will take over most tedious tasks leaving humans to spend more time on actual customer interaction.

WATCH



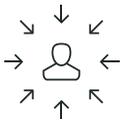
## Winning the Battle for Attention

Welcome to the Attention Economy. Every day, almost five billion pieces of content are produced, making attention the most valuable currency of the 21st century. How will your organization break through?

Anat Baron shows you how to excel at capturing consumer attention and trust by delivering the right content in context: using the right information, in the right dose, at the right moment, on the right platform. She also highlights the

enormous opportunity to create an emotional connection with customers through impactful storytelling that finds the right balance between head and heart. Complete with action steps to redefine communication, community and collaboration, Anat Baron doesn't just make the case for embracing change – she shows you how to implement it.

WATCH



## The Empowered Consumer

You'll never look at your relationship with customers in the same way again. Anat Baron guides you through a world where brands are no longer in charge. Consumers are in control—they have more choices, abundant resources, and higher demands than ever before and what they're looking for has changed dramatically. Empowered consumers are more interested in value than price. They're seeking meaningful experiences and relationships over transactions.

Anat Baron examines this brave new landscape, translates the trends and brings it all back to building trust based, personalized relationships. She provides strategies to help your organization communicate more openly and authentically, engage in two-way conversations about your brand, and build the agile leadership and transparency it takes to react in real time.

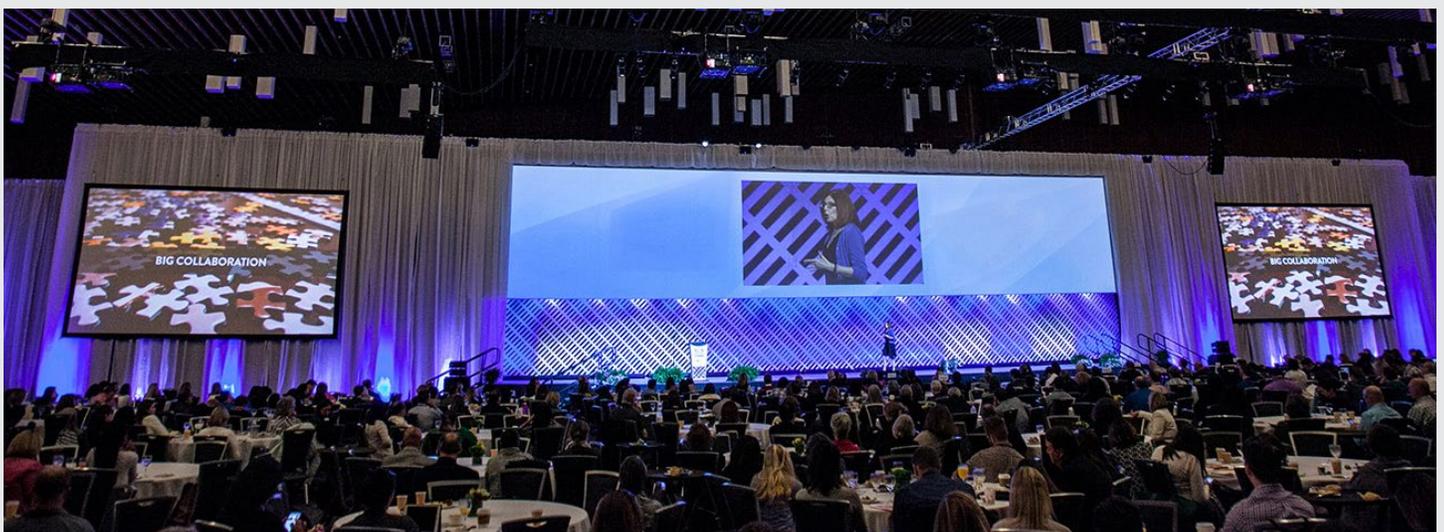
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## Owning Your Superpower

We may be living in a man's world but the times they are changing. While only 24 of the Fortune 500 are run by female CEOs, women are now the dominant force in small business ownership and are succeeding in industries that were once taboo. One big advantage that women offer the business world (and management in particular) is that they have different sets of life and work experiences than men. In turn, they provide diverse perspectives, opinions, and strategic thinking. Anat Baron delivers real world examples from her successful career in male-dominated industries

including hospitality, entertainment, alcoholic beverages, and tech, and highlights how she shifted male-centered perspectives, expanded market share and increased profits by changing the focus. She was not only the only woman at the table but often, the first. She believes that it's time for women to have a larger presence in the business world and be taken seriously as executives and entrepreneurs. Anat shares the key leadership traits that helped her break the barriers to help women harness their superpower and claim their seat at the table.



## CLIENT TESTIMONIALS

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Anat provided insight into the ever-changing markets, which made the audience think about the future of our technology. She was able to help boost innovation through her examples and stories. We truly enjoyed her presentation.

BRIDGESTONE AMERICAS

“

Fantastic! Material and delivery were great. Clearly the highlight of the day. You touched on numerous topics that really resonated with all of us.

AMC THEATRES

“

Thank you for speaking to our leadership team. Your talk was both educational and inspiring, and most importantly asked the team to look within themselves to determine what they were going to do differently to win. Yours was the highest commented session of the day generating quite the buzz.

FARMERS INSURANCE

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Anat's ability to bring her witty humor to the lightening speed marketplace changes and how we are responding to them, is truly one of a kind... Most exciting however, is seeing how Anat's message has been the catalyst for people to create meaningful changes to stay relevant!

NORTHWEST FARM CREDIT SERVICES

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Wanted to let you know how amazing Anat was! Our audience loved her!!

NACHA, THE ELECTRONIC PAYMENTS ASSOCIATION

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Your keynote speech during the World Chambers Awards Ceremony greatly contributed to the success of this event and stimulated great discussion later on during our statutory meetings.

ICC WORLD CHAMBERS FEDERATION

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Thanks for ensuring this years CLC was a success! Anat's presentation went off without a hitch and our attendees loved her. Many many thanks for helping us inspire change and support the efforts of our network around the world!

UNITED WAY WORLDWIDE COMMUNITY LEADERS CONFERENCE

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The offsite went great! I received a lot of great feedback on your presentation. One of my team members said "I could listen to her all day". They really appreciated your candor and quick-wit.

VEEVA

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Anat blew the doors off one of our top large conferences. She had them thinking, laughing and engaging.

MERRILL LYNCH

“

You are da bomb! Great job, we received rave reviews. Thank you for helping make our National Meeting memorable.

COVETRUS

## SELECT CLIENTS

