



# 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

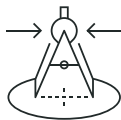
VP Development of TV/Film Production Company—VZS Films

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.



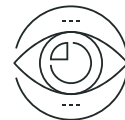
### FIT TO ORDER

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.



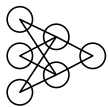


## The Next Great Transformation

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The past few years have taught us that life can change in an instant. We learned that we can adapt to changing circumstances thanks to the technology tools that keep us connected. But are we ready for the exponential changes heading our way? After all, Artificial intelligence (AI), robots, biotech, and digital media, are already transforming work, culture, and our social lives. And what about Web3 and its potential impact?

In her interactive presentation, futurist and consumer expert Anat Baron will focus on the intersection between technology, the new consumer, the multi-generational workplace, and the constant disruption around us. She will discuss the challenges and opportunities impacting our professional and personal lives and show you what success looks like in a fast moving, hyper connected digital first world. All the while, making the case that our humanity will matter more than ever as technology becomes a ubiquitous part of our daily existence.

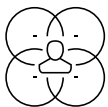


## Culture IS Your Competitive Advantage

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In order to win the war for talent, organizations must be flexible so they can attract, engage, and retain employees. As work gets re-imagined in our unpredictable world, this goes beyond compensation, benefits and perks. Not only do employees want flexibility relating to where they work, many want to do work that matters and to align their personal values with their organization's beliefs. They want to feel like they belong.

In her interactive presentation, Anat Baron will propose that organizations build cross functional bridges and embrace the coming onslaught of technological advances that will continue to impact the workforce. She will describe the strategies and changes she has implemented in her corporate and start-up career, running onsite, hybrid and remote teams. Anat will discuss why culture is key in this age of authenticity and transparency, where the line between employees and customers continues to blur.



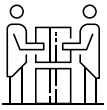
## Relationships Over Transactions: How to Deliver Value in a Frictionless World

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"I want what I want, when, where and how I want it" is the motto of our times. The Internet has pushed aside many gatekeepers and allowed anyone with a computer or mobile device and connectivity to open a store (Etsy, Shopify), create content (YouTube, TikTok, podcasts), publish articles and books (Medium, Amazon) and has created unicorns like Uber and Airbnb who disintermediated taxis and hotels. These changes have transformed how consumers interact with brands and products. Going forward, ask yourself: how do you stay relevant in this fast-moving world? How can

you build loyalty when there are so many options? What value can you continue to deliver so that your organization isn't left behind?

In her engaging and interactive keynote, futurist and consumer expert Anat Baron will provide context for this accelerating trend and discuss strategies to ensure that your organization continues to deliver value both online and in-person by focusing on relationships instead of solely on transactions.



## Securing a Seat at the Table

Let's face it, the numbers alone are depressing. Only 41 of the Fortune 500 are currently run by female CEOs and female founders secured only 2% of venture capital in the U.S. last year. Yet, women are now the dominant force in small business ownership and are succeeding in industries that were once taboo. Because women have different sets of life and work experiences than men, they are able to provide their employer, team members and customers with diverse perspectives, opinions, and strategic thinking.

In her keynote presentation, 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. In every role, she was the only woman at the table and often, the first. Anat shares the key leadership traits that helped her break the barriers to help other women harness their superpower and claim their seat at the table.



## 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.





## 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

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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

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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

“

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

