

# Phyl Terry - Keynotes & Workshops

One of Fast Company's "100 leaders shaping the 21st Century"



COLLABORATIVE GAIN



“

Phyl helped us think about how to create great products in this new era.  
— Ron Pessner, Corporate Vice President, Microsoft



“

I brought Phyl in to motivate and inspire my team at Apple. I highly recommend - Phyl exceeded expectations.

— Pedraum Pardehpoosh, Director, App Store, Apple



“

Phyl's AI talk was terrific.  
— Karen Pascoe, SVP, Innovation, MasterCard



“

A valuable investment of time.  
— David Rabkin, EVP



# THE TALKS



JUST A FEW OF THE 500+ COMPANIES & CONFERENCES WHERE PHYL HAS SPOKEN:

## Topics

**Igniting the Product Operating Model**

**AI & the 20 Year Curve**

**Becoming a Learning Machine in the Age of Machine Learning**

Phyl helps companies and leaders in Silicon Valley (and elsewhere) think about how to survive and thrive in the age of AI.

## Audiences

- Product Leaders, CEOs, Individual Contributors and Managers
- Silicon Valley to San Antonio to Dubai and London
- Internet startups to Fortune 500 companies
- CEO Summits, large public conferences, and private retreats
- 20 to 20,000





## Phyl Terry, Founder & CEO

Phyl is the founder and CEO of Collaborative Gain, a leadership community of Silicon Valley-based senior executives in product management and general management – and was the two-decade CEO of customer experience and product management pioneer Creative Good.

Phyl has written about AI, leadership, and customer experience in the Harvard Business Review, written extensively about careers, including in their book, *Never Search Alone*, and co-authored *Customers Included*, which details 20 years of experience working with Apple, Facebook, and many others.

As a speaker, Phyl has given more than 500 keynotes and featured talks at events like the Harvard Business School Distinguished Speaker Series, industry conferences, and private companies like Airbnb, American Express, Apple, Google, Microsoft, and many, many others (see a partial [list](#) of companies, and [speaking endorsements](#)).

Phyl has been profiled and quoted extensively in publications like the *Wall Street Journal* and the *New York Times* and named by Fast Company as one of the Fast Company 100 – 100 leaders shaping the 21st century.

“

I highly recommend Phyl!

– Sara Ortloff Khoury,  
VP Walmart then Google

Walmart  Google

“

Phyl's talk brought a lot of ideas and tangible lessons.

– Sam MacDonnell, CTO



## Fees

\$15,000 for remote (zoom-based) talks

or,

\$25,000 plus travel expenses for in-person sessions

## Quick Links

[Phyl Terry highlights video »](#)

[TEDx video »](#)

[Speaking endorsements »](#)

[Keynote venues \(partial list\) »](#)

## Contact

Charlee Riggio

[charlee@collaborativegain.com](mailto:charlee@collaborativegain.com)