

Phyl Terry – AI & the 20 Year Curve

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 350+
COMPANIES & CONFERENCES
WHERE PHYL HAS SPOKEN:**

AI & the 20 Year Curve – Keynote Speech

Phyl helps companies in Silicon Valley (and elsewhere) think about how to make the right AI investments.

The talk goes over:

- The 20 Year Curve for new technologies to go mainstream (from graphical user interface, to the Internet, voice recognition, autonomous driving, etc.)
- The strengths/limitations with ChatGPT/generative AI
- The two most important things companies can do now

Audience for Phyl's Keynote

- Management teams, offsites, conferences
- Silicon Valley to San Antonio to Dubai and London
- Internet startups to Fortune 500 companies
- CEO Summits to large public conferences
- 20 to 20,000

How to ACE ChatGPT – Workshop

Cosmo Rahn, a member of one of Phyl's CEO Councils, runs the Silicon Valley photo company SmugMug, has created a workshop for executives (and anyone else) who want to learn how to improve personal productivity by 50%+.

Audience

- Similar to Phyl's audience
- Main difference is that this workshop works better at audience sizes no larger than 200





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.

Fees

\$2,500 for the keynote or the workshop (Zoom session)
or,

\$15,000 plus travel expenses for in-person sessions

****All** fees** from these speaking sessions (by both Phyl and Cosmo) will be donated to the pro-bono *Never Search Alone* job search community.

Quick Links

[Phyl Terry highlights video »](#)

[TEDx video »](#)

[Speaking endorsements »](#)

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

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I highly recommend Phyl!

– Sara Ortloff Khoury,
VP Walmart then Google

Walmart 

“

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

– Sam MacDonnell, CTO



Cosmo Rahn, General Manager

With nearly two decades in digital marketing, productivity, games, and education technology, Cosmo draws on deep experience across multiple disciplines and industries to build businesses, improve revenues, and drive customer growth and retention. I lead organizations to focus on the best customers and markets, products and processes, and goals and key results.

He has helped reposition, redesign, or launch significant products and new business ventures, including Google's AdWords and Workspace (formerly G Suite), Electronic Arts' Pogo brand, Groupon, Coursera, [Auction.com](#), a U.S. Navy squadron, a feature film, and the Informatics program at Indiana University Bloomington.

He has also given numerous talks on AI and other topics and is donating all of his speaking fees for this AI workshop to the volunteer-driven *Never Search Alone* job search community.