Bring Rob to Your Stage

robpetrosino.com

ROB PETROSINO

Chief Innovation Officer, PeakActivity / AI consultant, U.S. government

THE KEYNOTE

The New Way Was Born Yesterday

Another tool won't fix the problem.
The system around it determines whether adoption sticks.



▶ WATCH 90 SECONDS

Available for keynotes and executive sessions, 2026 and 2027.

Most companies buy AI tools before they decide what needs to change.

Rob shows the new way: choose the work worth fixing, put business and technology people on one team, and decide on working builds every few days.

STAGES

eMerge Americas · SHOPTALK · YPO · aisalon · World Summit AI · Northwestern Kellogg · VISTAGE · Grocery shop · THE CONFERENCE BOARD · Caltech | Center for Technology & Management Education

THE ROOM LEAVES WITH

- The work worth fixing first
- What it takes to make the shift
- How to retain human judgement

"Your work has a way of challenging assumptions and opening up new ways of thinking."

WORLD SUMMIT AI , AMSTERDAM