

Dr. Michael Housman

Founder of AI Performance Lab and author of *Future Proof: Transform Your Business with AI (or Get Left Behind)*, an Amazon #1 Best Seller.

#1 Best Seller
Future Proof · Amazon

20+ countries
Keynotes and workshops

5.0 / 5
Workshop rating

Wharton Ph.D.
A.B., Harvard

Dr. Michael Housman helps leaders cut through the hype and put AI to work. He is the Founder of AI Performance Lab, which helps leadership teams make their organizations AI-native, and author of *Future Proof: Transform Your Business with AI (or Get Left Behind)*, an Amazon #1 Best Seller.

Over a 15-year career, Michael has built and deployed AI platforms that changed how companies hire, communicate with customers, detect fraud and transact real estate. He has led data and AI teams at high-growth startups and worked with the Fortune 500, and he still builds hands-on. That practitioner's view is what sets his talks apart: every session is built around live demonstrations, tailored to the industries in the room, rather than slides about AI.

Michael has delivered keynotes and workshops in more than 20 countries for organizations including American Express, PepsiCo, Aramco, Walmart and IBM, as well as YPO and EO chapters on four continents. His signature workshop, AI-Powered Business Launch, takes teams from concept to a working prototype and investor pitch in a single session.

He serves on the faculty of Texas Executive Education at UT Austin's McCombs School of Business, EY Tech University and Singularity University. His research has appeared in peer-reviewed journals and been covered by The New York Times, The Wall Street Journal, The Economist and The Atlantic.

Michael holds a Ph.D. in Applied Economics and Managerial Science from the Wharton School and an A.B. from Harvard. He is based in Austin, Texas and speaks in person worldwide and virtually.

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Keynotes

60 minutes · live demos in every talk · tailored to the room · any keynote can open a half- or full-day program

NEW FOR 2026

Creating an AI-Native Organization: Transforming How You Lead, Rebuilding How You Work



Executive teams · leadership retreats · conference main stage

AI no longer just answers questions. It acts. Agents now run multi-step work, and org charts are being redrawn around people and machines working side by side. The bottleneck is rarely the technology; it is leaders too busy running the business to redesign it.

→ **Takeaway:** a blank-sheet method for rebuilding workflows around AI instead of bolting it onto old processes.

AI 101

From Sci-Fi to Strategy: Navigating the AI Explosion



Mixed and non-technical audiences

What today's models can really do, and how leading companies use them to compress timelines and build an unfair advantage. Technology moves exponentially; adoption moves linearly. That gap is both the risk and the opportunity.

→ **Takeaway:** a practical roadmap for future-proofing the business, incrementally and transformationally.

AI 201

AI and the Next Frontier: Mastering Advanced AI for Real-World Impact



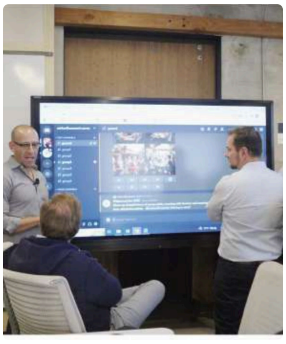
Audiences past the basics

Retrieval-augmented generation, multimodal and agentic AI, and the hard parts of scaling: measuring ROI, overcoming resistance to adoption and building an AI-first culture, told through real-world case studies.

→ **Takeaway:** the frameworks leaders need to move from pilots to measurable business impact.

CULTURE & CHANGE

Developing an AI-First Mindset: Driving Adoption and Usage



All-hands · sales kickoffs · L&D summits

Tools are the easy part. This talk covers the toolset, skillset and mindset that decide whether AI takes hold across a company, and how leaders model the way instead of waiting for permission.

→ **Takeaway:** a playbook for getting a whole team using AI every day.

Workshops

Hands-on and team-based · 90 minutes to a full day · 10 to 150+ participants · pairs with any keynote

MOST BOOKED

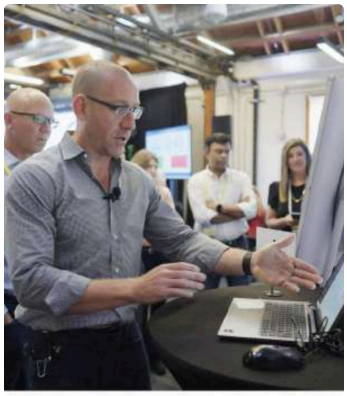
AI-Powered Business Launch: From Concept to Pitch in 90 Minutes



Learn about the power of AI and revolutionize your approach to business development with this immersive workshop that harnesses the power of AI to compress months of work into mere hours. Participants will leverage cutting-edge LLM-based tools to analyze provided datasets, craft comprehensive business plans, and create compelling VC pitch decks. The experience culminates in the rapid production of a professional-grade teaser video and a fully functional website, complete with embedded media. This hands-on session demonstrates how AI can dramatically accelerate the business creation process, accomplishing in just 90 minutes what traditionally required substantial time and financial investment.

AGENTS

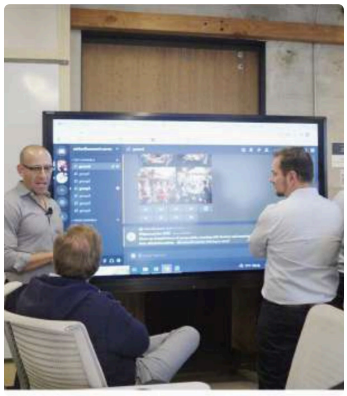
Automate, Innovate, Accelerate: Build Your First Agent in 90 Minutes



What if the repetitive tasks that eat your week didn't need you at all? This high-velocity, high-impact workshop challenges participants to go from a recurring task to a working AI agent — in just 90 minutes. Participants will use cutting-edge AI to scope a real workflow, build a custom agent, connect it to the tools they already use, and pressure-test and refine it until it runs reliably — on demand or on an automatic schedule. Whether you're an executive, an operator, or a team leader buried in busywork, this immersive experience will show you how to harness AI to delegate the work that doesn't need you.

PROTOTYPING

Build, Brand, & Launch in 90 Minutes: The Prompt-to-Prototype Experience

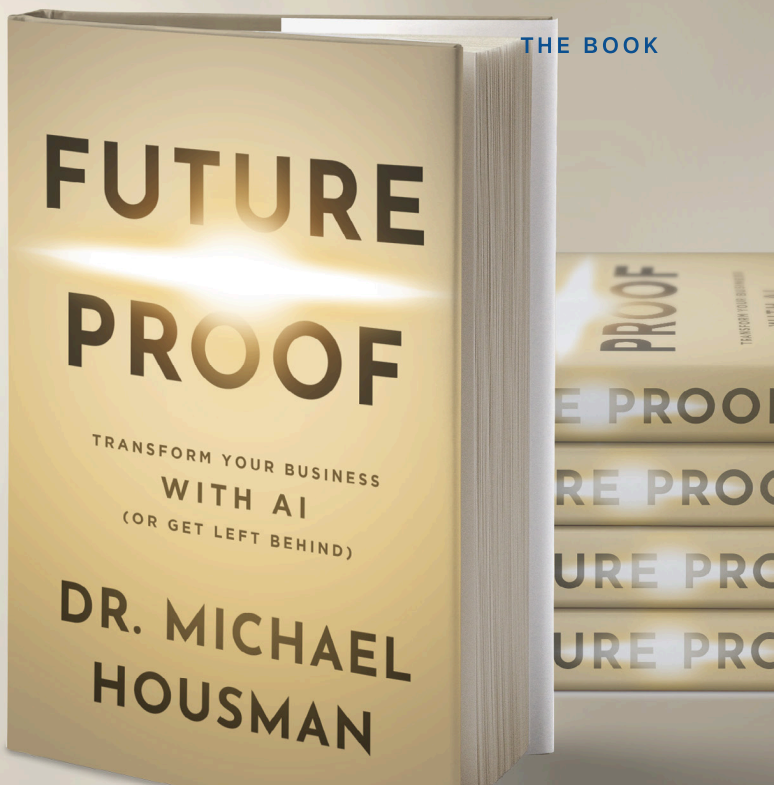


What if launching a startup or product idea didn't take weeks or months but could happen in just 90 minutes? This high-velocity, high-impact workshop challenges participants to go from idea to prototype using the power of generative AI. Teams will use cutting-edge tools to generate product concepts, design visual assets, build landing pages, and craft compelling narratives all through well-crafted prompts. Whether you're a founder, marketer, or product innovator, this immersive experience will show you how to harness AI to rapidly move from concept to launch.

Future Proof

Transform Your Business with AI (or Get Left Behind)

AMAZON #1 BEST SELLER



Don't panic. *Future Proof* is your guide to riding the AI wave, not getting crushed by it.

The internet connected information. Social media connected people. Artificial intelligence is connecting intelligence, and it's reshaping every industry at a speed that dwarfs all previous technological shifts. In *Future Proof*, Michael demystifies AI, stripping away the jargon and hype to deliver a practical, actionable roadmap for business transformation, packed with real-world case studies and hard-won lessons from a 15-year career.

A jargon-free guide

Machine learning, LLMs and agentic AI in plain English anyone can apply.

A step-by-step roadmap

A practical framework for using AI to gain a competitive edge.

Incremental wins, transformative vision

Immediate productivity gains while preparing to reinvent the business model.

The "people problem" solved

Proven strategies for an AI-first culture and a reskilled workforce.

BRING THE BOOK TO YOUR EVENT

Signed copies can be added to any keynote or workshop as a take-home for every attendee. Every talk is built on the book's framework, so attendees leave with the playbook behind what they just saw. Workshop workbooks include a Future Proof page.

Paperback · Hardcover · Kindle · Audible — available on Amazon

SCAN TO BUY

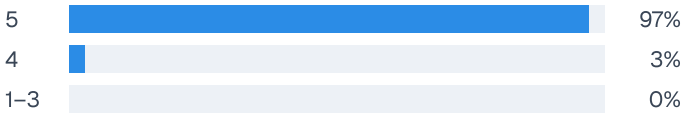
Session results

Post-session rating polls (1 = low, 5 = high)

WORKSHOP

Creating with Generative AI Tools

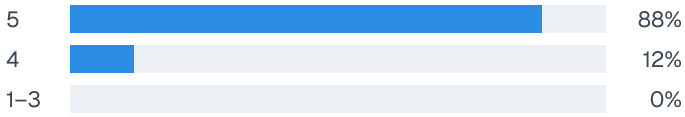
5.0 AVERAGE SCORE



KEYNOTE

The Future of AI

4.9 AVERAGE SCORE



IN THEIR WORDS

"Powerful practical experience to understand how these tools can really enhance productivity."

"Great opportunity to learn (and be humbled by) new technologies. The short timeline added a healthy measure of stress."

"Hands-on experience. Brought the theories to life."

"Definitely should do this again! Loved the session!"

Left: Creating with Generative AI Tools participants

"We all have to learn how to use AI. We may not be replaced by AI, but we will certainly be replaced by someone who can use AI."

"Curation and selection will trump creation."

"We are at the slowest pace of innovation in AI today."

"The speed of evolution and the power of quantum combined with generative AI."

Right: The Future of AI attendees

Formats & logistics

Keynote
45–60 MIN

Live demos, main stage or executive session.

Keynote + Workshop
HALF DAY · MOST POPULAR

Big picture first, then hands-on.

Full-day program
MULTIPLE SESSIONS

For retreats, offsites and learning days.

Virtual
LIVE, ONLINE

Keynote or workshop for distributed teams.

AUDIENCES	Executive teams, boards, partner groups, sales kickoffs, association and industry conferences, YPO and EO chapters, university executive education.
GROUP SIZE	Keynotes: any size. Workshops: 10 to 150+ participants.
CUSTOMIZATION	A pre-event call with the organizer, plus examples tailored to the client's industry.
TRAVEL	Based in Austin, Texas. In person worldwide and virtual. Has spoken in 20+ countries, including the US, UK, Sweden, Switzerland, Peru, UAE, India and Nepal.
AV & TECH	Keynotes: presents live demos from his own laptop at the front of the room, a lavalier mic, and stable internet with 25–50 Mbps dedicated. Tech check with your AV/IT team earlier on event day. Workshops: we bring the laptops; each group needs an external monitor, room access 60 minutes before start, and 1–2 helpers for groups over 60.
ADD-ONS	Signed copies of *Future Proof* · a follow-on workshop · an AI Performance Lab program after the event.

ORGANIZATIONS MICHAEL HAS WORKED WITH

American Express · PepsiCo · Aramco · Walmart · IBM · Berkshire Hathaway Inc · GM · Novartis · Coca-Cola · Deloitte. · Barclays · UEFA

What people say



Bootcamp: “Dr. Michael Housman is a faculty member at the EY Tech University, teaching in our Disruptive Tech Program and leading the AI bootcamps that we offer to our Partners. He specializes in AI and quantum computing, and consistently impresses senior clients and partners with his engaging, informative, and accessible lectures. Incorporating humor and practical insights, he receives high feedback scores for his up-to-date content. I highly recommend him as an expert on the latest advancements in artificial intelligence.”

Riaz Shah
EY Partner and Global Learning Leader



Roadmap: “PepsiCo organized an executive leadership meeting in Athens and we brought in Singularity University to help us think exponentially and expose us to disruptive technologies. We decided to add AI-ccelerator (vis a vis Dr. Michael Housman) to the retreat because of the rapid growth and adoption of generative AI models like ChatGPT and he did not disappoint! He provided us with an overview of how they work, where the ecosystem is headed, and potential implications for our business. Everyone walked away with a much deeper understanding of how generative AI is going to transform our business and how we can harness those tools to shape the future instead of letting it happen!”

Celso Borges Shimabukuro
Vice President & Head of e-Commerce Europe, PepsiCo



Workshop: “At the Global Entrepreneurship Summit in November 2023, Dr. Michael Housman captivated our entrepreneurs with his expertise in generative artificial intelligence, illustrating its role as a pivotal force in digital innovation. He adeptly merged theory with practice, offering a framework for leveraging AI tools that resonated strongly with our audience. A highlight was the interactive workshop where, under Dr. Housman's guidance, we co-created a product pitch using generative AI, demonstrating its practical power and potential. His engaging approach not only enlightened but also inspired, making it clear why he's a highly recommended authority in the AI space.”

Eric Vest
Chair, YPO Entrepreneurship Network

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