

KEYNOTE SPEAKER • VISUAL STORYTELLING INSTITUTE



Shlomi Ron

Let's build a strong empathy bridge to captivate your audience.

Visual storytelling and brand trust in the AI era

20+ yrs

Digital marketing at IBM, Nokia, American Express

6 yrs

Teaching Brand Storytelling, University of Miami • Certified startup mentor, Venture Mentoring Team

Top 10

Business storytelling podcast, Visual Storytelling Today

10 yrs

Writing the Visual Storytelling Newsletter

ABOUT

With over 20 years in digital enterprise marketing at Fortune 100/500 companies such as IBM, Nokia and American Express, Shlomi Ron is co-founder & CMO of DecisionAdvantage.ai, a dual-use agentic AI that helps defense and commercial leaders make smarter decisions in complex, high-stakes environments.

As founder of the Visual Storytelling Institute, he has collaborated with brands like Estée Lauder, Cable & Wireless and the American Red Cross to craft impactful narratives. He is an adjunct professor of Brand Storytelling at the University of Miami Business School and a certified startup mentor, helping entrepreneurs develop persuasive pitch stories.

Convinced that a compelling story sits at the heart of effective communication, he shares this principle with clients, entrepreneurs and students alike. He hosts the Visual Storytelling Today podcast and is the author of *Total Acuity*.

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SIGNATURE TALKS

Find your true voice in an ocean of AI tools

Speed and scale with AI, without losing the human signal people trust.

Trust is the last moat

Brand narrative as a leadership asset competitors can't clone.

The mirror principle

Stories move people when they reflect the audience's own story.

RECENT STAGES

Florida Keys Nonprofit Day • Filmgate Miami • Social Media Week, Rome • Pinnacle Middle East (UAE) • University of Miami • Hult International Business School

FORMATS

Keynote • Panel & fireside • Podcast guest • Virtual

Book Shlomi for your next event

Miami, FL • Available worldwide and virtually

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