

• KEYNOTE SPEAKER / AI BUSINESS OPERATING SYSTEMS

JUAN P. ORTEGA

The Unfair Advantage.

CEO & CO-FOUNDER / AUTHORITY AI

— KEYNOTE, GLOBAL BUSINESS CONFERENCE • HONOLULU 2022

He runs his company with a team of *people and AI*, and helps businesses put AI to work so they claim the unfair advantage before their competitors do.

Juan P. Ortega is CEO and co-founder of Authority AI, a full-service AI transformation partner and digital marketing company. Founded as a digital marketing agency, it rebranded in 2024 with AI at its core, and Juan uses AI across the company alongside his team. For the first 20 years of his career, he was an executive with several of the world's top luxury hotel companies. He also spent 14 years coaching business owners, was named a Top 20 Global Business Coach in 2022, and is the author of two business books.

HUMANS DO THE THINKING. AI DOES THE WORKING.



ON STAGE • 2018

CEO CO-FOUNDER, AUTHORITY AI AI & MARKETING COMPANY	TOP 20 GLOBAL BUSINESS COACH 2022	14 YEARS COACHING BUSINESS OWNERS	2 BOOKS AUTHOR OF TWO BUSINESS BOOKS
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BOOK JUAN FOR YOUR NEXT CONFERENCE juan@authorityai.ai • juanportega.com

• KEYNOTE • 45-60 MIN

THE UNFAIR ADVANTAGE

Inside a company where people and AI work side by side, and how to build yours.

Most leaders still use AI as a helper instead of putting it to work. Juan turned his marketing agency into an AI company and now runs it with a team of people and AI employees. On stage he pulls back the curtain on how they work together every day, explains in plain language what's possible right now, and makes the case for urgency: **the companies that install an AI Business Operating System first gain an advantage competitors can't easily close.**

// THE UNFAIR ADVANTAGE INSTALL • 5 STEPS

01

MAP

Decide what *should* be done. Just because AI can do a job doesn't mean it should.

02

HIRE

Specialists, not generalists. One role and one job description per AI employee.

03

TRAIN

The 4 Cs: Context, Connections, Capabilities, Cadence.

04

LEAD

Humans do the thinking. One point of contact, human approval, security first.

05

COMPOUND

AI employees improve over time. Hire the next one and the advantage widens.

// ATTENDEES LEAVE WITH

- 01 A plain-language grasp of an AI Business Operating System, and how AI employees differ from "using ChatGPT."
- 02 A clear picture of what AI can actually do today, beyond the hype.
- 03 A real look inside a company where people and AI work together.
- 04 The 5-step install, including the 4 Cs for training any AI employee.
- 05 Their own AI Team Map: the first role to hire in the next 30 days.
- 06 The guardrails: security, human approval, and when *not* to automate.
- 07 The value AI unlocks once it's installed, and why the gains compound.

// FORMATS

KEYNOTE

45-60 min, live or recorded demo

INTERACTIVE WORKSHOP

Half-day, hands-on: map out your AI strategy

FIRESIDE / PANEL

Running a company with AI

EXEC ROUNDTABLE

60-90 min, leadership teams

VARIATION • MARKETING / SALES LEADERS

MARKETING EXCELLENCE IN THE ERA OF AI

AI is changing how customers find, choose and buy. How to market so you're the one that gets recommended, including getting found in AI search.

VARIATION • INDUSTRY ASSOCIATIONS

THE UNFAIR ADVANTAGE IN [INDUSTRY]

Tailored to your members: the AI employees a typical business in your industry can hire today, and a 30-day plan to start.



• BOOKING & AVAILABILITY

BOOK JUAN P. ORTEGA

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Based in Fort Lauderdale, FL

"I was incredibly impressed with Juan's ability to communicate business strategies to a room full of entrepreneurs and move everyone into action."

ERNESTO MANDOWSKY

CEO, CPD ADVISORS • EVENT CO-HOST