



Jennifer Vessels

BUSINESS LEADER · FUTURIST

Transformation Leader, Fortune 100 Advisor, CEO



About:

- **Gender:** Female
- **Nationality:** Norway
- **Languages:** English
- **Travels from:** Norway

Engagement Types:

- Panel Participation
- Speaking
- Training and Workshops

Biography Highlights

- Jennifer Vessels, CEO of Next Step, has led growth and change for the world's largest companies, Adobe, Cisco, Genentech, Google, Schneider Electric. As a Silicon Valley innovator, she brings insider insights to the growth of AI, Future of Work, Leadership and real world examples of people, and technology working together for future success.

Biography

Business as usual is obsolete. And that's a GOOD thing.

Jennifer Vessels is a global transformation leader who architects change for Fortune 100 companies—not from theory, but from hands-on experience. As CEO of Next Step and trusted advisor to Adobe, Google, IKEA, Microsoft, and Novartis, Jennifer doesn't just speak about AI adoption, change management, and future-readiness—she delivers measurable impact within the world's most demanding organizations.

For more than 20 years, Jennifer has driven business transformation across Silicon Valley, EMEA, and Asia, reshaping business models, accelerating AI integration, and redefining modern leadership structures. Her proven P.E.A.C.E. Framework (Purpose, Exploration, Action, Collaboration, Empowerment) equips leaders with a practical roadmap used by top global companies to convert disruption into competitive advantage.

Topics:

- Artificial Intelligence & Machine Learning
- Business Strategy & Growth
- Change Management
- Crisis & Change Management
- DEI (Diversity, Equity & Inclusion)
- Digital Transformation
- Future of Work
- Innovation & Digital Transformation
- Leadership & Management
- Millennial & Gen Z Leadership
- Mindfulness & Resilience
- Organizational Change
- Organizational Culture
- Organizational Design
- Technology & AI

Jennifer translates Silicon Valley innovation into strategies that global enterprises can actually implement. Her keynotes do more than inspire—they equip audiences with actionable frameworks and real-world insights from transforming billion-dollar organizations.

Unlike speakers rooted only in research or theory, Jennifer shares lessons gained from delivering change that drives ROI. Her clients don't receive textbook case studies—they gain proven tools forged through two decades of leading Fortune 100 transformation initiatives.

WHAT MAKES JENNIFER DIFFERENT

Real Results, Not Just Insights

With hands-on CEO experience, Jennifer has transformed Fortune 100 business models, leadership approaches, and AI integration efforts—from Silicon Valley to EMEA and Asia. She doesn't study transformation; she leads it.

Practitioner Credibility

Every keynote is grounded in active client work tackling today's most urgent business challenges—AI adoption, generational integration, and organizational redesign. Not theory. Not motivation. Real, battle-tested tools.

Silicon Valley Speed Meets Global Scale

Jennifer bridges the innovation-to-execution gap by translating breakthrough technologies and approaches into strategies that work for complex, multinational organizations facing continuous change.

Actionable Framework, Immediate Impact

Audiences leave with the same proven P.E.A.C.E. Framework Jennifer applies with Fortune 100 clients—ready to put into practice immediately. This is not inspiration without direction, but a practical methodology that drives real results.

Energetic, Disruptive Yet Professional Style

Bold, professional, and infectiously optimistic. Jennifer's Silicon Valley mindset, combined with her global transformation expertise, delivers sessions that challenge assumptions and spark decisive action.

BOOK JENNIFER WHEN YOU NEED

- A transformation leader who delivers measurable results—not theories or motivational platitudes
- To shift mindset and extract real business value from AI, Gen Z talent, and emerging work models
- Silicon Valley innovation applied to your reality—approaches that scale across cultures, industries, and complexity
- Battle-tested lessons from inside Adobe, Google, IKEA, Microsoft, Novartis, and Schneider Electric transformations
- An actionable framework (P.E.A.C.E.) your teams can apply immediately to accelerate change and future-proof success
- An energetic, disruptive speaker who challenges conventional thinking and ignites action
- Real-world credibility from someone who's leading the transformations

she speaks about

WHY CHOOSE JENNIFER VESSELS

Cutting-Edge Practitioner Experience

Jennifer spends her days transforming Fortune 100 organizations, which means she brings the latest strategies, real challenges, and proven solutions to every presentation.

Global Perspective with Silicon Valley Speed

Jennifer's extensive experience across Silicon Valley, EMEA, and Asia gives her a nuanced understanding of how to drive change across cultures, industries, and organizational complexity.

Direct Access to Fortune 100 Insights

Through her work with Adobe, Google, IKEA, Microsoft, and Novartis, Jennifer offers audiences exclusive insights into the strategies shaping the future of business.

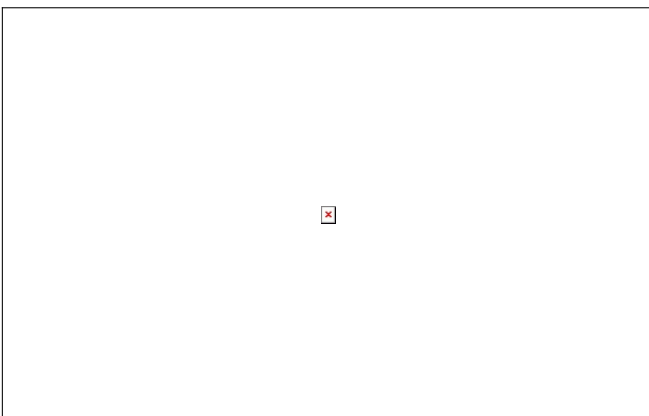
Actionable, Proven Frameworks

Jennifer's talks equip audiences with practical strategies—her proven P.E.A.C.E. Framework—to navigate technological transformation and organizational disruption starting Monday morning.

Energetic, Interactive Delivery

With a bold, energetic, and disruptive style, Jennifer captivates audiences and delivers impactful, engaging content that challenges thinking and ignites action.

Videos





Jennifer's Topics

No Clue, No Fear: Leading Through Uncertainty

Turn ambiguity into competitive advantage with the battle-tested framework Fortune 100 leaders use daily

When business as usual ends, leaders must move beyond fear into the future—powered by technology, not paralyzed by it.

Jennifer Vessels has led successful transformation for Adobe, Google, IKEA, and Novartis. Her battle-proven approach for turning 'no clue' into competitive advantage isn't theory—it's used daily by future-ready leaders navigating uncertainty, from AI integration to business model redesigns.

A new world is emerging—don't let fear paralyze progress. Jennifer's P.E.A.C.E. Framework (Purpose, Exploration, Action, Collaboration, Empowerment) gives audiences a practical roadmap to thrive with uncertainty and turn disruption into measurable results.

Key Takeaways:

- How to make strategic decisions when the playbook doesn't exist yet
- The Fortune 100 approach to rapid experimentation and learning through action
- Why fear of change is more dangerous than change itself
- Practical tools to build organizational resilience and adaptability
- How to empower teams to act decisively in ambiguous environments

Available: In person, Virtually

People + AI: The Fortune 100 Formula

How leading organizations extract real business value from AI while amplifying human creativity

AI won't replace people. But leaders who amplify human value with AI will replace those who don't.

Most organizations approach AI backwards—they focus on the technology and wonder why adoption fails, productivity stalls, and teams resist. From two decades of transformation experience, Jennifer Vessels shares the human-first formula that's delivering real ROI inside Adobe, Google, Microsoft, and Novartis.

As a Silicon Valley veteran and global transformation leader, Jennifer ensures audiences leave ready to rethink how people and machines work together to solve real business problems. This keynote goes beyond the AI hype to deliver a practical framework for leveraging AI to strengthen human creativity, judgment, and strategic thinking—not replace it.

Key Takeaways:

- Why the best AI strategies start with people, not technology
- The proven framework Fortune 100 companies use to accelerate AI adoption
- How to overcome resistance and build AI-ready cultures
- Practical examples of AI augmenting (not replacing) human expertise
- The leadership mindset shift required to unlock AI's true potential

Available: In person, Virtually

Business As Usual Is Obsolete: What Leaders Must Do Now

The urgent playbook for leaders navigating the most disruptive era in business history

Business as usual is obsolete. And that's a GOOD thing.

The world has fundamentally shifted. What worked yesterday won't work tomorrow. Yet many leaders cling to familiar approaches, hoping stability will return. It won't. Jennifer Vessels brings urgent clarity: the greatest threat to future success isn't change itself—it's how leaders approach change.

For over 20 years, Jennifer has led transformation for Adobe, Google, Microsoft, Novartis, and Schneider Electric. Her P.E.A.C.E. Framework—focusing on Purpose, Exploration, Action, Collaboration, and Empowerment—has been architected, implemented, and proven across billions of dollars of organizational transformation.

Drawing from real transformation work inside the world's most successful companies, audiences leave inspired and equipped with the P.E.A.C.E. framework to implement immediately—turning disruption into competitive advantage and delivering measurable results.

Key Takeaways:

- Why clinging to "business as usual" guarantees irrelevance
- The five critical shifts leaders must make now to stay competitive
- Real-world examples of companies that transformed successfully (and those that didn't)
- How to build organizations that thrive on change rather than resist it
- The P.E.A.C.E. roadmap for sustainable competitive advantage

Available: In person, Virtually

Generational Collision: Unlocking Gen Z Value in AI-Powered Organizations

Turn generational tension into competitive advantage by aligning Gen Z talent with AI and human experience

Gen Z isn't the problem. It's leaders' outdated approach to engaging them.

While many struggle to "manage" Gen Z talent, future-ready leaders are unlocking competitive advantage by aligning this generation's mindset with AI capabilities and seasoned human experience.

Having led change and generational integration for two decades as CEO of Next Step, Jennifer Vessels shares practical, proven strategies to harness the superpower of Gen Z + AI + Human Experience. Organizations that

embrace this approach—incorporating structure, purpose, and growth—don't just retain Gen Z talent, they unleash innovation and drive unprecedented results.

Key Takeaways:

- Why traditional management approaches fail with Gen Z (and what works instead)
- How to align Gen Z's digital fluency with AI capabilities
- The structure and purpose Gen Z craves (and how to provide it)
- Bridging generational gaps to create high-performing, multi-generational teams
- Real examples from Fortune 100 companies successfully integrating Gen Z talent

Available: In person, Virtually

Testimonials

“

Best speaker we've booked—Fortune 100 credibility with incredible stage presence and actionable impact.

Andreas Ljones

CEO

FlowEvents

“

Real transformation experience from inside Microsoft and Adobe. Our team implemented her strategies immediately.

Marius Tennøe

Microsoft

“

Jennifer ignited action. As a result of her keynote, we exceeded revenue expectations.

Terje Wibe

CEO

Mercell

“

Unlike other speakers, Jennifer inspired action which delivered true Return on Investment.

Nicole Pieterse

BU Leader

SwissRe

“

Conference highlight—authentic practitioner experience, not theory. Unmatched credibility.

Maryam Fawaiz

Ministry of Interior, Bahrain

“

Jennifer equipped us with the same framework she uses with Fortune 100 clients. Real tools, real results.

David Lycke

VP

Protector Forsikring

“

The real deal: Active CEO bringing Silicon Valley transformation to global stages.

Jon Marshall

VP

PwC

“

Best speaker ever. All left committed and equipped with actionable takeaways to successfully navigate through constant change - with peace.

Marius Tenu

Microsoft

“

WOW she really nailed it. Six months later we really rejoiced when revenue, customer and employee satisfaction were all UP as a direct result of Jennifer's keynote.

Guro Becker

COO

Merzell

“

Jennifer challenged us to think differently about GenZ - leaving us with actionable ways to build the organization of the future.

David Lycke

VP

Protector Forsikring

“

Jennifer uniquely demystifies technology with insider insights and real-world examples of global leaders are blending the power of AI WITH people to accelerate results and engagement.

James Wilson

AmCham

“

Jennifer's session was exactly what our team needed to confidently use AI - within a month it has really paid off - in productivity and employee satisfaction.

Lars Renan

Director

Innovation Norway

“

Jennifer turned fear and uncertainty into optimism. Her's engaging, clear and compelling style was inspired and equipped to all to adapt with PEACE.

Jon Smallwood

Workforce of Future SHRM

“

Your keynote brilliantly captured the essence of future readiness. Thank you for empowering us to think differently.

Amr Elmorsy

Snr Director
FAB

“

Jennifer really nailed it – giving us ALL the inspiration and tools needed to change. It has paid off 1000%”.

Guro Becker

COO
Merzell

“

Best speech ever- audience left fully committed to take action.

Darren Malvec

DNA Brand Architects

“

Unlike other speakers, it is clear you ‘live future-readiness’, your real stories and proven future-ready leadership tools were perfect.

Mack Makode

VP
Under Armour

“

Jennifer’s real world experience working with AI and advanced tech plus her easy to use PEACE framework gave us just what we needed to move forward.

Jane Fischer

The Forshini Group

“

Jennifer Vessels is the best – clear, engaging, approachable –inspires action for success.

Nancy Bundt

American Chamber Commerce International

“

The keynote from Jennifer was a real life-changer. It gave me the tools and confidence I needed to succeed.

Steve Goodman

CEO
Sonics

“

This was EXACTLY what we needed to inspire and equip people for future success

Geir Fodstad

SVP Strategy
Link Mobility

“

Truly best insider perspective on AI and the future - addressed all of our concerns

Daniel Rastransand

Nordea

Speaker Bureaus And Talent Agencies

Jennifer Vessels is available to book via these agencies

Also available via

Speaking Agency