

## Jeremy Schwartz

The CEO Accelerator, Inventor of Coke Zero, Sustainability Advocate for Business Success

**Turning Today's Business Challenges into Opportunities** In an ever-evolving business landscape, companies face unprecedented challenges that need to be transformed into growth-driving opportunities. Jeremy's talks deliver actionable solutions derived from CEO-level experience to accelerate a company's intrinsic value. By creating value for consumers and talent externally, and for employees internally, Jeremy focuses on key areas such as branding, AI-driven innovation, marketing, sustainability, and faster decision-making—all to seize today's opportunities, overcome challenges, and deliver transformative results.

**Amplify & Stretch Brands** Are your brand strategies stagnant or failing to resonate in an increasingly competitive market? Many companies struggle to evolve their brand's narrative and leverage their brand assets to create new value, resulting in declining market share and consumer relevance. With a proven track record of amplifying brand impact, Jeremy demonstrates how businesses can increase their brand's relevance in today's atomized cultures. He reveals how to stretch a brand's potential to unlock new opportunities and sources of profitability. **Why now?** Consumers today are more selective than ever, demanding authenticity and innovation from the brands they support. A strong, adaptive brand is no longer optional; it is the foundation of sustained competitive advantage in a fast-paced digital world.

**Apply AI to Drive Innovation** Are you integrating AI into your operations effectively, or are missed opportunities holding you back? Without targeted adoption across functions, businesses risk losing competitive advantages and making costly mistakes. Drawing on hands-on experience with AI systems, Jeremy demystifies how companies can harness AI for real-time insights, consumer-driven innovations, and marketing efficiencies. He provides actionable frameworks, supported by AI strategic analysis, to make AI a powerful growth driver. Ideation sessions within his talks further enhance these insights. **Why now?** AI is transforming industries at breakneck speed. Companies that fail to adopt AI risk falling behind agile competitors who leverage data to predict trends, personalize customer experiences, and drive efficiencies.

**Marketing to Grow Super Spenders** Are your managers effectively growing the number of super spenders—the 20% of consumers who drive 60-80% of sales and profit? Without targeted strategies, these high-value customers remain an untapped potential, limiting business growth. With expertise in creating data-driven marketing strategies, Jeremy teaches businesses how to pinpoint and grow their super spender base. From advanced segmentation to personalized campaigns, he shares proven methods to maximize the value of these critical consumers and ensure sustained growth. **Why now?** In the battle for attention, focusing on high-value customers is a proven way to accelerate growth. As resources tighten, investing in these consumers ensures the highest returns and protects profitability.

**Corporate Branding to Mobilize Talent** Is your business struggling to attract and retain top talent in today's competitive labour market? Does your corporate brand lack the clarity and purpose to act as a magnet for the best talent and inspire employees to perform at their peak? Jeremy provides actionable techniques to position your organization as an employer of choice. From recruitment innovations to fostering a culture that aspires to big goals and challenges convention, he shows the power of a memorable, actionable purpose to inspire innovation and attract top talent. **Why now?**

The battle for talent is a critical factor in growth for companies worldwide. By applying the very best practices in branding and marketing, businesses can secure the human capital needed to drive future success.

**Faster Competitive Decision-Making** Are slow or ineffective decisions frustrating progress and delaying speed to market? In today's world, speed is a key driver of competitive advantage, rewarding brands that act quickly and launch innovations faster. Leveraging proven frameworks, Jeremy shares strategies and tactics to accelerate decision-making, enhance cross-functional collaboration, and reduce the time taken to develop and launch new offers. From super simple business cases to setting ambitious timelines, Jeremy equips organizations with the tools to achieve greater agility. **Why now?** Rapid market shifts demand decisive action. Delayed decisions waste opportunities and allow competitors to gain ground, making speed an essential capability for survival and success.

**Profit from Sustainability** Do your leaders view sustainability as a cost rather than a source of profitable growth? An overfocus on governance and compliance often leads to missed opportunities for differentiation and innovation. With over 20 years of experience integrating sustainability into profitable business models, Jeremy helps organizations unlock the financial potential of environmentally conscious strategies. From inspiring employees to engaging investors, his approach turns sustainability into a competitive advantage. **Why now?** While political commitment may waver, competitors and regulators remain intensely focused on sustainability. Companies that innovate solutions will gain an edge, while those that fail to act risk penalties and eroded market share.