

Fred Voccola

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AI-First or Extinct: Why Most Companies Will Fail in the Next 5 Years — and What to Do Now.

Most companies think being “AI-enabled” is enough. It is not. There is a fundamental difference between using AI as a tool and building your entire organization around it. One gives you incremental improvement. The other gives you an exponential advantage. In this keynote, Fred Voccola makes the case plainly: if you are not AI-first right now, you are already behind. Drawing on his experience founding and scaling multibillion-dollar software companies, he lays out exactly what AI-first means in practice: how work gets redesigned, how decisions change, how cost structures shift, and what leaders need to do in the next 90 days to stop falling further behind. This is not a technology briefing. It is a survival plan.

Extreme Change, Chaos, and Control: Leading Through Disruption and Turning Crisis into Advantage. Everyone has a plan until they get punched in the face—and traditional change management assumes you have time to figure out your next move. You do not. Fred Voccola has led companies through three of the most disruptive events of the last 25 years: 9/11, the 2008 financial collapse, and a large-scale cyberattack on one of his own companies. None of these crises could be managed with a calm, deliberate consulting deck. They required fast decisions with incomplete information, clear accountability, and refusing to wait for perfect conditions that were never coming. In this keynote, Fred breaks down the exact mindset and playbook required to keep a team focused when everything feels like it is coming apart. He shares what actually works when the pressure is real, what failed, and how the leaders who move fastest through chaos can turn sudden disruption into a defining business advantage.

Leveraging the Digital Workforce: How AI Is Redefining Productivity, Cost Structures and Margins. AI elevates the work employees do by automating routine tasks, allowing teams to focus on higher-value activities. By leveraging AI as a force multiplier, organizations can achieve significantly greater output and efficiency. This creates a competitive advantage, especially for companies who do not have the resources or budgets to hire more. These organizations are not only doing more with less, but they are also achieving a higher quality of impact, innovation and strategic agility and exercising their ability to thrive in a rapidly changing market. In this keynote, Fred Voccola addresses the shift directly and how to successfully navigate workforce management in the age of AI. Having scaled companies through this transition, he provides an unfiltered look at the future. Organizations that anticipate this change will build nearly insurmountable competitive advantages, while those that delay will be forced to react on someone else’s timeline.

The AI-First Boardroom Briefing: What Every Board and CEO Must Do in the Next 12 Months.

This session is not for the curious. It is for the decisive. Designed exclusively for boards and executive teams, Fred Voccola delivers an unfiltered assessment of where most organizations are falling short on AI and what high-conviction leadership actually looks like right now. He has done this before. He is doing it again at Simpro Group. He knows exactly where the gaps are, what decisions cannot be delayed and what separates the companies that will lead from the ones that will be disrupted. Participants leave with a clear 12-month agenda and the clarity to move on it immediately.