

CAROLINE KENNEDY



FORMER \$250M CEO | KEYNOTE SPEAKER | CEO ADVISOR
AI • LEADERSHIP • DISRUPTION • THE FUTURE OF BUSINESS

SPEAKER OVERVIEW

Caroline Kennedy is an award-winning former CEO, keynote speaker, CEO advisor and bestselling author who helps leaders navigate AI, disruption and the future of business.

With more than 25 years of executive leadership experience, she has run large P&Ls, led teams of 500+, scaled a multinational organisation from \$38 million to \$55 million during the GFC, and led a national franchise network representing \$250 million in turnover.

Her approach combines real-world CEO experience with psychology, behavioural insight and business strategy, underpinned by postgraduate study in psychology at James Cook University. Caroline speaks on leadership in the age of AI, business transformation, disruption, behavioural change and the future of work, bringing an operator's perspective to corporate conferences, executive forums and leadership events across Australia, New Zealand and internationally.

Recognised through the Telstra Business Women's Awards and the International Stevie® Awards, Caroline is the bestselling author of Lead Beyond 2030 and is trusted by organisations including Deloitte, PwC, Wesfarmers, Westpac, Commonwealth Bank, IAC and other government organisations.

SPEAKING STYLE & AUDIENCE IMPACT

Caroline's presentations combine real-world executive experience, behavioural insight, compelling storytelling and practical strategy.

Her style is engaging, candid and highly actionable. Grounded in psychology and lived leadership experience, Caroline makes complex ideas easy to understand and relevant to the realities leaders face. Rather than abstract theory or inspiration that fades after the event, she gives audiences clear frameworks, fresh perspectives and practical strategies they can put to work immediately.

Event organisers value Caroline's ability to challenge assumptions, create genuine connection in the room and translate complex shifts into clear leadership action. Every presentation is shaped around the audience, industry and outcomes of the event, leaving people not simply inspired, but better equipped to think differently, make stronger decisions and lead what comes next.



SPEAKING TOPICS

BEYOND 2030

What Happens Next?

UNIMAGINABLE

From Homelessness to 9-Figure CEO

THE LEADERSHIP STACK: YOU + AI

Future-Proofing Leadership in the Age of AI

THRIVING THROUGH DISRUPTION

*How to Stay Relevant, Lead Change & Make Better
Decisions in Unpredictable Times*

THE AI-READY ORGANISATION

How Leaders Build Adoption, Alignment and Accountability

All keynotes can be customised for your industry, audience, and event theme.



SPEAKING ENGAGEMENTS

KEYNOTE

Signature or customised keynote designed around your audience, industry and event objectives.

EXECUTIVE SESSION / WORKSHOP

A deeper, highly interactive session for executive teams and leadership groups.

KEYNOTE + INTERACTIVE EXPERIENCE

A keynote incorporating live demonstrations, audience participation and practical activities that bring the ideas to life in the room.

PANEL / FIRESIDE CONVERSATION

Expert contribution on leadership, AI, disruption, business transformation and the future of business.

AWARDS & HONOURS

Recognised through 12+ national and international business and leadership awards, including the Telstra Business Women's Awards and International Stevie Awards.



SIGNATURE KEYNOTES



BEYOND 2030

What Happens Next?

The future isn't arriving one technology at a time. AI, autonomous agents, robotics, longevity and emerging breakthroughs are beginning to converge, reshaping how we live, work and do business.

Drawing on emerging technology, business trends and real-world leadership experience, Caroline takes audiences beyond the hype to explore what is already changing, what could plausibly come next, and what those shifts could mean for organisations and leaders.

Participants will learn how to:

- Recognise the technologies and forces most likely to reshape work, business and society beyond 2030.
- Challenge assumptions about how their organisation will operate in the years ahead.
- Lead with greater adaptability and judgement when the future remains uncertain.

SIGNATURE KEYNOTES

UNIMAGINABLE

From Homelessness to 9-Figure CEO

Before the boardrooms. Before the \$250 million business. Before the awards and the stages and the teams of five hundred. There was a teenager with nothing – no home, no safety net, no roadmap for what came next.

This is not a story about corporate success. It is a raw and honest account of what it actually takes to rise when everything is against you – and what that kind of resilience reveals about the untapped potential sitting inside every person in the room.

Participants will learn how to:

- Challenge limiting beliefs and expand their personal potential.
- Build the confidence to pursue ambitious goals.
- Lead with authenticity, courage, and purpose.

[WATCH THE SHOWREEL HERE](#)



SIGNATURE KEYNOTES

THE LEADERSHIP STACK: YOU + AI

Future-Proofing Leadership in the Age of AI

AI is changing how leaders strategise, think, decide and create. But the leaders gaining the greatest competitive advantage are not the ones chasing every new tool. They are the ones who know how to pair irreplaceable human judgement with AI capability.

Drawing on real CEO experience scaling organisations through disruption and hands-on AI application, Caroline shows leaders how to use AI as a thinking partner, without outsourcing judgement, accountability or leadership responsibility.

Participants will learn how to:

- Build a personal leadership STACK that combines human insight & AI capability.
- Use AI to improve strategic thinking and decision-making, not replace it.
- Identify patterns, risks, and opportunities faster in complex environments.

WATCH THE SHOWREEL HERE



WATCH SESSION OVERVIEW HERE



SIGNATURE KEYNOTES

THRIVING THROUGH DISRUPTION

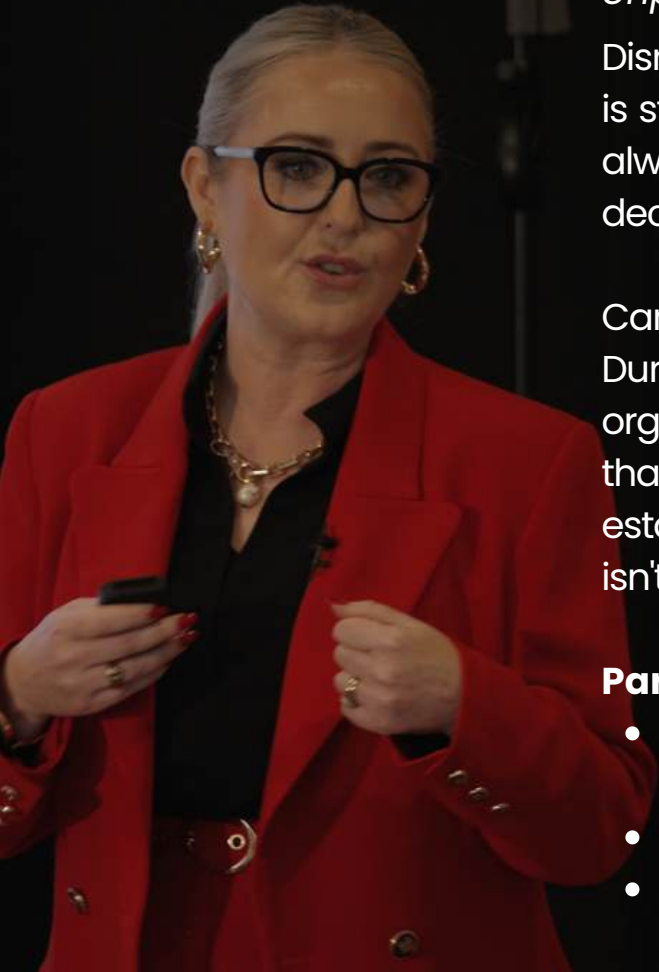
How to Stay Relevant, Lead Change and Make Better Decisions in Unpredictable Times

Disruption does not announce itself. It arrives when your market shifts, your team is stretched and the old playbook stops working. The leaders who thrive are not always the ones with the perfect plan. They are the ones who make better decisions, faster, under pressure.

Caroline has spent more than 25 years leading through change and disruption. During the GFC, while businesses around her were contracting, she led an organisation from \$38 million to \$55 million in revenue in 18 months. Drawing on that experience, she shows leaders how to recognise change early, challenge established thinking and make consequential decisions when the path ahead isn't clear.

Participants will learn how to:

- Make high-stakes, objective choices under pressure when data is incomplete.
- Transition teams from a mindset of survival to active market capitalising.
- Disrupt your own conventional thinking before the market forces you to.



SIGNATURE KEYNOTES

THE AI-READY ORGANISATION

How Leaders Build Adoption, Alignment and Accountability

AI adoption is not only a technology challenge. It is a leadership challenge. Organisations are investing heavily in AI, yet many are still facing resistance, confusion, uneven adoption and change fatigue. The issue is not simply whether the tools work. It is whether leaders have built the culture, trust, capability and accountability required for people to use them well.

Drawing on her experience leading large, complex organisations through disruption and transformation, Caroline shows leaders how to close the gap between AI strategy and the people expected to deliver it.

Participants will learn how to:

- Turn high-level AI investments into aligned, everyday workforce habits.
- Define ownership protocols so teams use tools without losing human oversight.
- Build the internal trust and capability required to reduce resistance and support sustainable adoption.



THE KEYNOTE EXPERIENCE

AI KEYNOTES THAT MOVE BEYOND THE SLIDES

Caroline's AI keynotes combine strategic insight, leadership thinking and practical demonstration, helping audiences understand not only what AI means for business, but what it can actually do.

Depending on the audience and event, Caroline can incorporate live demonstrations and practical activities directly into the keynote, including AI agents, Microsoft Copilot Notebooks, email workflows, commercial analysis, decision support, and AI discovery.

Audiences see how AI can move from prompting and experimentation into real business application, while exploring the role leaders continue to play in judgement, accountability and decision-making.

- SEE IT - Live AI demonstrations using real business scenarios.
- TRY IT - Audience activities that turn concepts into practical understanding.
- APPLY IT - Clear connections to leadership, workflows and business performance.



TRUSTED BY LEADING ORGANISATIONS

Caroline has spoken to and worked with leaders across major Australian and international organisations, government, professional services, technology, financial services, retail, industry and education.



TESTIMONIALS

“Caroline spoke at our flagship conference. Her content was razor-sharp and perfectly matched to the needs of the audience. The room was energised, questions flowed, and feedback forms confirmed her session was a highlight. I’d absolutely work with Caroline again.”

-Basketball Victoria

“Caroline Kennedy introduced us to the 'Leadership Stack' and how to understand and use AI in innovative ways. We also loved a quick lesson in martial arts and bravery, and were delighted to have her involved in the event.”

-Australian HR Institute President

“That was one of our best mornings in a long time. We think you are amazing! Our delegates' feedback is that you're a real professional. They loved your honesty and how refreshing it was to hear from a speaker like you.”

-Sandra George, Victoria Government

“Caroline invited us to see AI as a cognitive load partner, not a replacement or a threat, emphasising that while AI can support us, critical thinking remains our uniquely human edge.”

-Australian Catholic University

“Caroline's story is truly inspirational, as she went from a homeless teenager to an accomplished CEO. She energised and captivated our international audience. It will be an honour to host Caroline as a speaker in the future.”

-Andy St. Baker-Radice, Director

THE FUTURE WON'T WAIT FOR LEADERS TO CATCH UP.

GIVE YOUR AUDIENCE THE THINKING, TOOLS AND PERSPECTIVE TO LEAD WHAT COMES NEXT.
BOOK CAROLINE KENNEDY FOR YOUR NEXT CONFERENCE, LEADERSHIP EVENT OR EXECUTIVE FORUM.

Send an email to
info@carolinekennedy.com.au or call **1300 885 394**

carolinekennedy.com.au



@carolinekennedy



@ckennedyceo



@CarolineKennedyCEO