THIS IS

DOMINIQUE

AI EMPOWERING THROUGH WORKSHOPS, TRAININGS & PUBLIC SPEAKING

WOMEN EMPOWERMENT & DIVERSITY

NEXT-GEN, HIGH-END BESPOKE ADVISORY

EMPOWERING ORGANIZATIONS WITH AI & TECH

NAVIGATING COMMS, BIZDEV, BRANDING, OPS, + INNOVATION

DOMINIQUE ROSE VAN-WINTHER

CHIEF AI EVANGELIST, CEO

https://www.linkedin.com/in/drvw/

Top Artificial Intelligence (AI) Voice

Among her many executive & advisory roles, Dominique's AI business is consolidated within Final Upgrade, a thought leadership, training & AI-powered consultancy. Final Upgrade also provides marketing & communications solutions, matching needs of businesses & agencies alike to optimize while using AI to simultaneously deliver quality & quantity results.

She is a seasoned marketing & communications consultant with a strong tech foundation, bringing over two decades of experience leading operations & teams at global premier consulting firms, including within IPG, McCann WorldGroup & WPP, as well as having run D-Central, her own AI, high-end bespoke consultancy, & previously also led Asia-Pacific for The Hoffman Agency, the renowned global tech-focused integrated marketing communications agency globally headquartered out of Silicon Valley.

Dominique is a public speaker on AI, having trained & spoken in front of thousands in the past year alone. She has focused on helping companies to build their AI strategy & upskill executives, with certifications in AI Strategy & Governance (UPenn) & IBM's AI Program.

Dominique also serves as a Non-Executive Director for Synthar, a subsidiary of Trispectra AI, & an investor in numerous deep tech, AI, blockchain & other tech ventures.

Dominique's commitment to cutting-edge technology is evident in her early advocacy & investment in the crypto & blockchain space since 2013. Her strategic insights & advisory roles have benefitted a range of emerging deep tech startups, including DayAway (Web3 experiences), CantorSpace (content creators blockchain platform), GarageXYZ (Web3 car club), & Meta1 Network (cloud gaming infrastructure), among others. In addition, she serves as the Co-Founder & COO of the Blockchain & Cryptocurrency Association of Singapore (BCAS), reflecting her ongoing commitment to the blockchain & cryptocurrency sectors.

An expert in building teams & the operations to drive strategic work – with a skin-in-the-game approach for established large entities to small, nimble startups. Dominique is a strategist & geek at heart, driven by her passion for innovation, entrepreneurship, & nurturing exceptional talent. A Danish-American, she has lived & worked in France, Russia, Hong Kong, Thailand & Singapore.



Dominique's Vision:

A FUTURE DRIVEN BY ARTIFICIAL INTELLIGENCE









Your Start to AI-Ready

Dominique's focus has been aligning & guiding clients toward practical, exceedingly efficient & profitable technology & AI solutions.

She guides clients not only on the identification & adoption of technology & AI solutions, but also managing organizational change & transformation, employee engagement & training.

Dominique leverages her expertise to speak publicly & lead AI workshops for companies that recognize that the true value of AI lies in its ability to reshape organizations from within.

She has trained & taught **over 8,000 people in the past year.**

She's conducted **over 100+ speaking & training sessions** over the past year, from crowds of thousands on the stage of the Singapore FinTech Festival, to running intimate workshops for Boards & C-suite executives, from industry specific sessions (ranging from data centers to family offices & more), or function-specific sessions (marketing to HR, sales to analysts & investors).

Collaborations with:



Strategic engagement include:

Praised for our engagements, from leading executives at top tier firms::

Julius Bär · Microsoft · JLL · BlackRock

J.P.Morgan · NIKE · Levi's · IBM

DIAGEO · General Mills · Heineken · London Stock Exchange

A+E Networks · HSBC · American Express · Baker McKenzie

HARIBO · abrdn · BOSCH · SEEDTAG

Ask about sessions for functional areas (finance, human resources, operations, legal, marketing & communications, customer service, sales, etc.) for any industry (heavy industry, banking & financial services, retail, healthcare, petrochemical, consumer goods, legal, professional services, etc.)



The wildly funny **Dominique Rose Van-Winther** gave probably the best AI presentation I've yet seen (and there are as many AI 'experts' as there are tools out there currently).









inspirational speakers and real-world lessons. I learned more in 18 minutes about how to use multiple AI models to solve marketing challenges than I have in the last 6 months, thanks **Dominique Rose Van-Winther** 👏













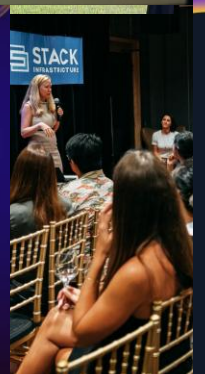




She really was excellent. Both highly informative and delivered with style and wit! 16:35














Showreel link here:
https://bit.ly/DominiqueShowreel
bitly

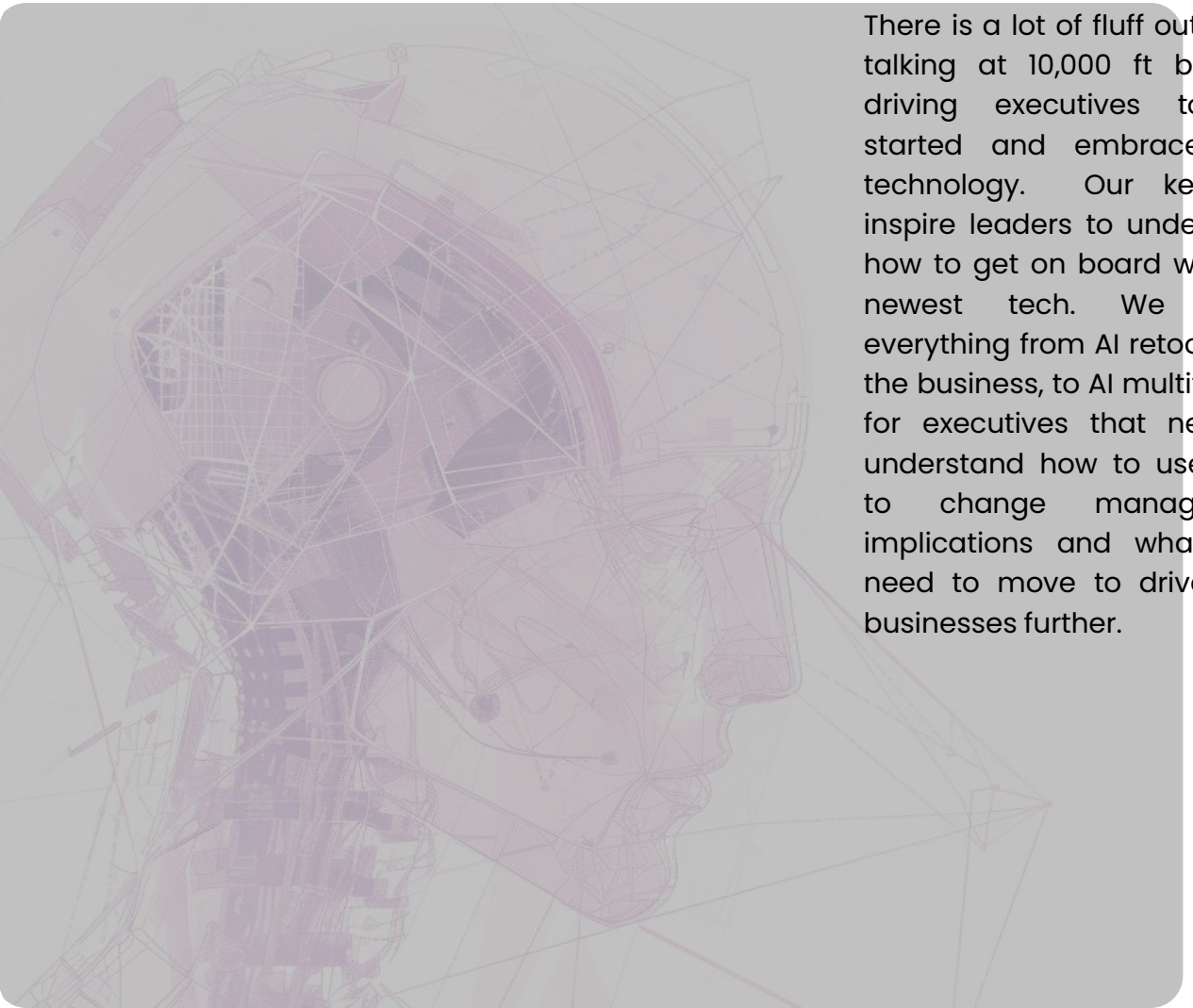


Keynotes have limited practical application elements, whereas workshops show how AI works, looking at specific tools.

FINAL UPGRADE
PART OF D-Central Group

Keynotes

What differentiates our keynotes



Practical.

There is a lot of fluff out there, talking at 10,000 ft but not driving executives to get started and embrace new technology. Our keynotes inspire leaders to understand how to get on board with the newest tech. We cover everything from AI retooling of the business, to AI multitooling for executives that need to understand how to use tech, to change management implications and what they need to move to drive their businesses further.

Inspiration & Fun.

Our talks keep audiences 100% focused on the conversation, laughing and moving fast. A most common compliment we hear is from those who normally can't focus for more than 10-15 minutes, but they find themselves enthralled for full sessions without checking phones or getting distracted.

Non-technical.

Yes, we are talking about tech. But our audiences are not programmers, nor do they aspire to be. Our sessions are designed to demystify tech and AI for the C-suite and executives. That means looking at leaders as sapiens trying to navigate this new space, helping them with a roadmap on how to work in this increasingly tech-driven world.

Product-agnostic.

We're not selling anything other than excitement and education. We take a product agnostic approach to inspiring the C-suite about the future of technology for their space, by showing them all the coolest and most useful tasks and jobs they can do differently with AI technology, LIVE and with audience interaction. By showing them how to work with AI tech in a completely different way, audiences become motivated to reshape their ways of working.

AI PRIMER SERIES

General

Educational sessions designed to introduce participants to the fundamentals of artificial intelligence. The primary goal of such a session is to provide a comprehensive overview of AI concepts, technologies, & their potential application.

Functional Focus

Sessions focused on a specific function, such as HR, sales, marketing or finance, aims to provide participants with a deep understanding of how AI can be applied to enhance that particular business function. The session explores AI use cases, tools, & strategies tailored to the chosen function, enabling participants to identify opportunities for AI implementation within their own department or role.

Company Focus

Sessions tailored to the specific needs, goals, & culture of an individual organization. This type of session considers the company's current AI maturity level, strategic objectives, & available resources, providing participants with a customized case studies that aligns with the organization's unique requirements & priorities.

Industry

Sessions that concentrate on the unique challenges, opportunities, & AI applications relevant to a particular industry, such as healthcare, retail, or manufacturing. By delving into industry-specific case studies & best practices, the session equips participants with the knowledge & insights needed to leverage AI effectively within their industry context.

KEYNOTES



The Genius Gridlock of AI

Ideal for: all-staff & leadership meetings, mixed group conferences & events. Great for large audiences

✓ **Conference Keynote for All Audiences**

Duration: 30, 45 or 60 minute options

Designed to inspire participants into action, the session is action packed & fast, & in Dominique's typical "no fluff" style gives specific action items & next steps that guarantee a shift in mindset as an output.

This session on Genius Gridlock addresses why professionals may see a lot of AI news & know they need to start upskilling themselves, but they are stuck in Genius Gridlock – a condition where they are overwhelmed & unable to move forward. The session demystifies AI, sharing fundamentals & frameworks to better understand, & providing concrete actions for professionals to get started. The application & tools portion is customized based on the audience – from marketing, sales, HR or C-suite, & examples relevant to that industry.



Final Upgrade: Thrive or Die? Are You AI-ready?

Ideal for: C-suite & senior leadership meetings & offsites. Great for senior decision-making audiences, especially as keynote to jumpstart a day of offsite meetings

✓ **Conference Keynote Only for Senior Executive Audiences**

Duration: 30, 45 or 60 minute options

Dominique dissects the dichotomy between proactive & reactive approaches to AI adoption & retooling in businesses. She challenges leaders to embrace the transformative power of AI across all functions, questioning whether they are prepared to innovate or risk obsolescence in the face of technological evolution.

This session is designed for decision-makers within the business & includes a dive into success stories of companies who have moved quickly & the benefits they reap through first movers' advantage.

All keynotes include our USP: live AI-multitooling (using AI to solve relevant problems, on stage, and on the button) and audience engagement (and ideally some banter and laughs)

KEYNOTES



Final Evolution: The Geeks Are Back

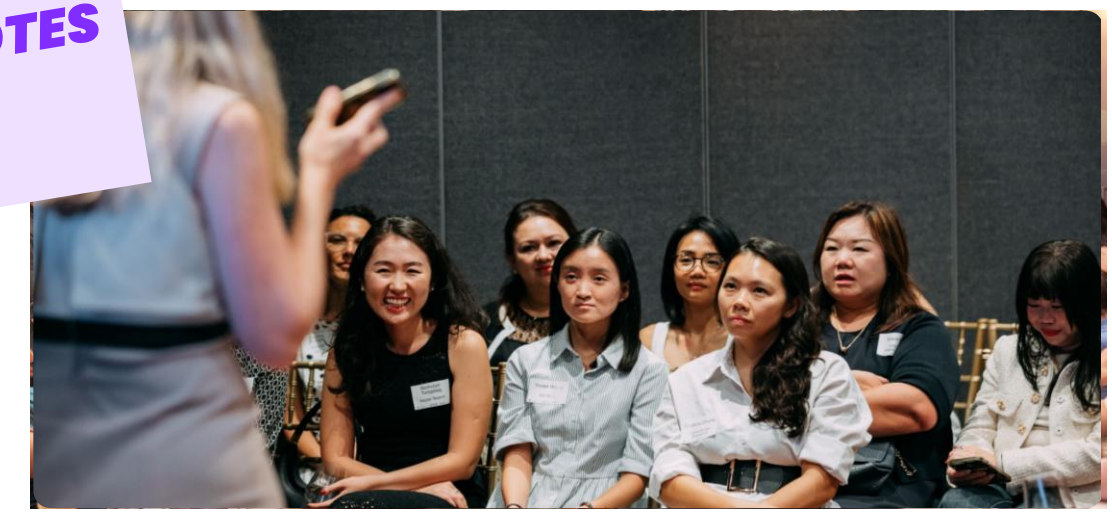
Ideal for: educators, all-staff events, conference keynote

✓ **Conference Keynote for All Audiences**

Duration: 15, 30 minute options options

Designed to inspire participants into action, the session is action packed & fast, & in Dominique's typical "no fluff" style gives specific action items & next steps that guarantee a shift in mindset as an output.

This session on Genius Gridlock addresses why professionals may see a lot of AI news & know they need to start upskilling themselves, but they are stuck in Genius Gridlock – a condition where they are overwhelmed & unable to move forward. The session demystifies AI, sharing fundamentals & frameworks to better understand, & providing concrete actions for professionals to get started. The application & tools portion is customized based on the audience – from marketing, sales, HR or C-suite, & examples relevant to that industry.



Power Up & Let's Go! Women & Tech

Ideal for: Ideal for: women's groups & events, for one company or mixed company

✓ **Conference Keynote Only all Audiences**

Duration: 30, 45 or 60 minute options

One of Dominique's biggest worries is women not upskilling themselves or being early adopters. This tech evolution could represent the most significant setback for women, reversing so many years of progress.

Join this pivotal session aimed at all women, whether or not you've considered the importance of being tech-savvy. This mini-AI Primer introduces practical tips & strategies for using genAI tools effectively in your everyday work.

Discover how AI can serve as a powerful ally in breaking down barriers, enhancing skills, & creating inclusive opportunities. This keynote is designed to enlighten & inspire women to strategically embrace AI, positioning themselves as leaders & innovators in the ongoing technology revolution.

All keynotes include our USP: live AI-multitooling (using AI to solve relevant problems, on stage, and on the button) and audience engagement (and ideally some banter and laughs)

KEYNOTES



The Coming AI Tsunami: Your Industry In Focus

Ideal for: company & function leadership preparing for change

✓ **Conference Keynote for One Industry or Company**

Duration: 30, 45 or 60 minute options

AI is at the forefront of your industry & function's tech change, driving exponential growth and transforming industries.

This talk zooms into your industry or function, cutting through the noise and focusing on the signal: the real-world impact of AI, key trends, and actionable insights to help you stay ahead in this rapidly evolving landscape.

With the pace of innovation accelerating, how do you keep up personally, professionally, and for your business?

Discover what leaders in your space are already doing, what transformation leading businesses & functions are undertaking, and how you have an opportunity to stay ahead, with concrete case studies in the space.

An inspiration session designed to inform and align, jumpstarting your conversation around launching your own transformation and shift into becoming AI-ready.



Is It Really All About Tech? Transformation At Work

Ideal for: Ideal for: all-staff events, conference keynote

✓ **Conference Keynote Only for Senior Executive Audiences**

Duration: 30, 45 or 60 minute options

In today's tech-driven world, work is transforming every day. But transformation isn't about technology; it's about rethinking operations and upskilling 60-80% of employees to simplify organizational complexity and ensure enthusiasm for new tools.

This keynote talks about bringing tech into the workforce, aiming for a 30-50% increase in team efficiency. We look at companies and people excelling at tech, their recipes for success, as well as discussing why transformation is only 10% about tech and 90% about people.

Join me to learn how to leverage AI and tech for transformative operational efficiency and strategic growth.

All keynotes include our USP: live AI-multitooling (using AI to solve relevant problems, on stage, and on the button) and audience engagement (and ideally some banter and laughs)

KEYNOTES



AI Power Hour

Short, high-impact AI sessions, such as mini-AI Primers or focused workshops (e.g. financial analysis, prompt engineering, etc)



Empowering Initiatives

Championing women in tech with strategic workshops for female-led groups & sectors



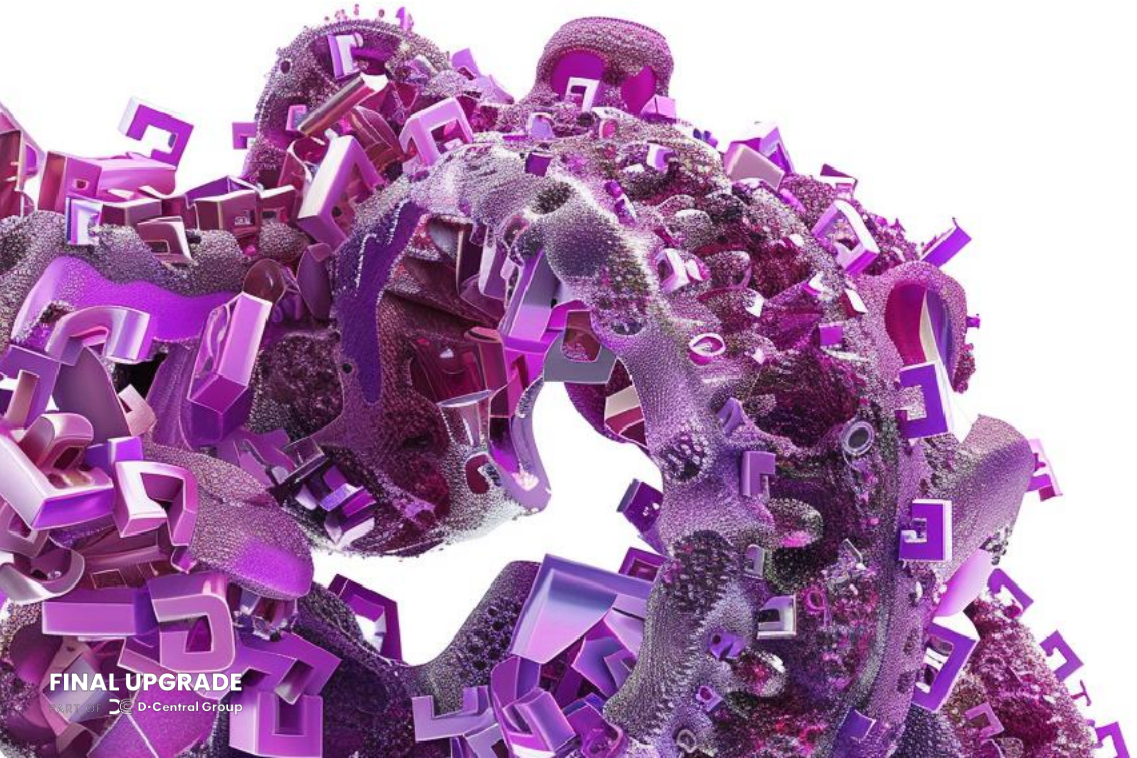
Strategic Engagements

Commanding the stage with keynote insights, dynamic moderation, & expert panels

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All keynotes include our USP: live AI-multitooling (using AI to solve relevant problems, on stage, and on the button) and audience engagement (and ideally some banter and laughs)

ASK ABOUT OUR AI SESSIONS FOR:



Functions ↘

- C-Suite
- HR
- Operations
- Marketing & Communications
- Customer Service
- Sales
- Supply Chain
- Finance
- Legal

Industries ↘

- Retail
- Manufacturing
- Heavy Industry
- FMCG
- Banking & Financial Services
- Professional Services
- Healthcare
- Petrochemical
- Consumer Goods
- VCs | PortCos | SMEs
- Fintech
- Legal

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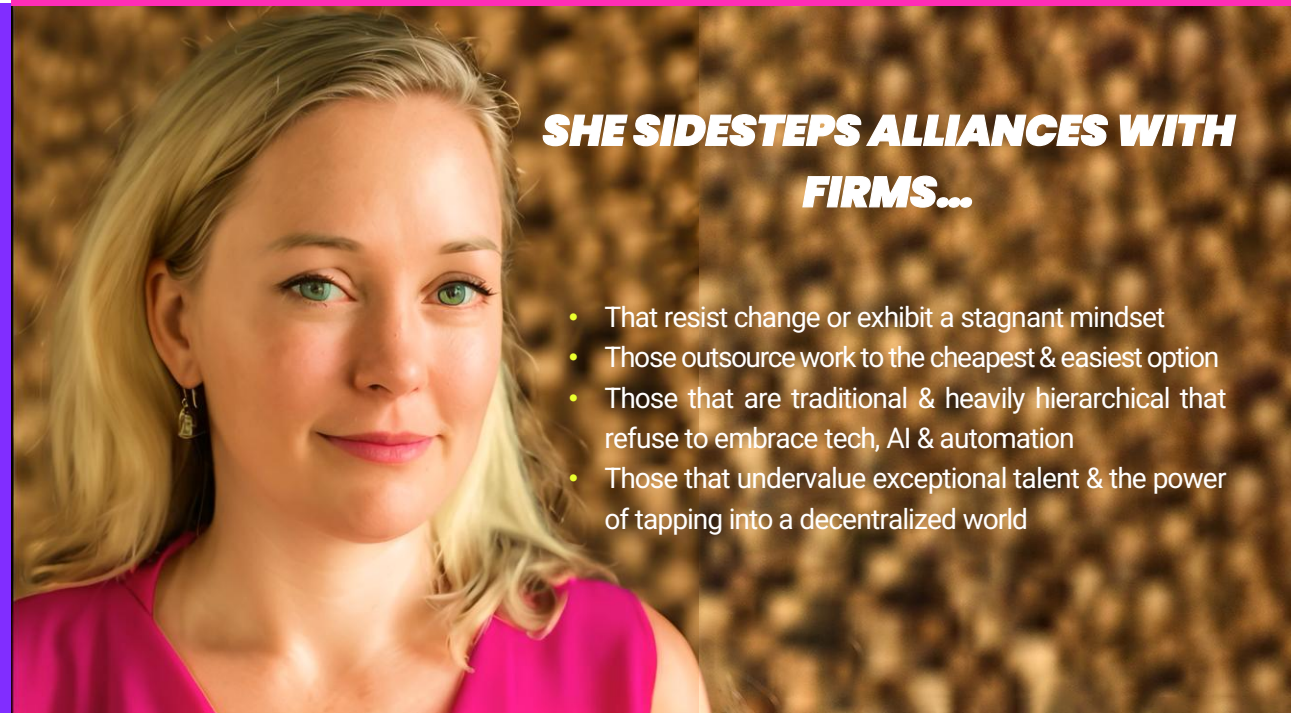
Dominique is leading Final Upgrade, an AI thought leadership, training & solutions advisory, & is CEO & Founder of D-Central, an AI consultancy she started in 2022. An industry-leading expert with 20+ years spearheading global marketing, communications & branding giants like IPG, McCann WorldGroup, & WPP, as well as top tech boutique The Hoffman Agency. She is known for bringing a fearless, esoteric yet focused approach across her domain expertise of operations, new business development, talent optimization & strategy. Being early in crypto & blockchain, it is no surprise that she is deep into AI & the structural changes it will bring across different industries & businesses.

HER SURFACE AREA OF EXPERTISE:

- **Next-gen, high-end bespoke executive advisory** in global marketing communications & operational excellence
- **Navigating Asia-Pacific:** macrotrends, reputational impact, PR, & pragmatic business development, as well as event-driven / crisis circumstances
- **Empowering organizations with comprehensive AI solutions,** including AI workshops, training, change management, maintenance, data strategy, model development, solution evaluation, & ethics consulting
- **Skin-in-the-game:** High touch, high impact approach to entrepreneurship – a founder + venture investor & advisor + early crypto adapter
- Passionate about **embracing women's empowerment & diversity**, especially in tech & AI

SHE CAN CONTRIBUTE EXECUTIVE MAGIC & MAKE A TRANSFORMATIVE IMPACT TO:

- Visionary companies challenging the status quo, driving innovation, & shaping the future of their industries
- Those that are prioritizing strategic growth & acceleration + has a global outlook
- Those that leverages emerging technologies like AI & blockchain for success
- Those who appreciate & invest in top talent
- Those that values operational excellence, fearless strategy, & inclusive cultures that empower diverse teams



SHE SIDESTEPS ALLIANCES WITH FIRMS...

- That resist change or exhibit a stagnant mindset
- Those outsource work to the cheapest & easiest option
- Those that are traditional & heavily hierarchical that refuse to embrace tech, AI & automation
- Those that undervalue exceptional talent & the power of tapping into a decentralized world

Client: SXSW Sydney

Event: Unlocking The Genius Gridlock of AI
Oct 2025



Audience

The session was held in one of the **largest halls at SXSW Sydney**, designed to accommodate **over 1,000 attendees**.

The talk ultimately attracted an estimated **350+ attendees**, with **170 participants** even taking the time to scan her **QR code** and complete the post-session survey - a clear indicator of high engagement and audience interest.

SXSW Sydney 2025 is Asia-Pacific's premier festival of innovation and creativity, hosting over **1,000 sessions** and attracting **40,000+ delegates from 600+ organizations** across tech, film, music, and culture. The audience included **founders, executives, creators, marketers, and innovators** eager to understand how AI can power creativity and decision-making.

Key Wins

- **Massive turnout:** Presented in a 1,000-person hall, with an estimated 350+ attendees.
- **Exceptional engagement:** The entire hall remained attentive and energized throughout the one-hour session.
- Outstanding reception: 90% of participants rated the session 9 or 10 out of 10.
- **Real-time interest:** Over 170 attendees scanned the QR code to learn more - a standout engagement figure.
- **Creative empowerment:** The session inspired lively discussions on how AI enhances creativity, productivity, and human potential.
- **Practical takeaways:** Attendees highlighted the simplicity and clarity of the demos, describing the talk as fun, functional, and eye-opening.

AI Primer Session: Target Audience Analysis

Ranking 0-10, with 10 Being Best	Percentage % of Respondents
10	72% (126 respondents)
9	19% (33 respondents)
8	7% (13 respondents)
7	2% (4 respondents)
Grand Total	**100% (176 respondents)**

> ***"Dominique's talk at SXSW Sydney, "Unlocking the Genius Gridlock of AI," combined clear, practical insights with a light touch of humor. Not only did she keep the audience engaged, attendees I spoke to found it both enjoyable and informative, leaving them inspired to try new ideas with AI in their creative and work lives."***
>
> - Cheryl Samarasinghe, Program Producer of SXSW Sydney

Testimonials from Event Participants

"Very practical, enjoyed combining different AI for different purposes and for greater impact."
- Nathan Poole, Head of Customer Experience of Chubb insurance

"I love the AI session so much! Great preso. Great info. Great energy."
- Deborah Woodford, Head of Marketing of Great Southern Bank

"A true demonstration of multi tooling. Well done."
- James Connelly, Chief Marketing Officer of CORTO

"Seeing some of the tools in action. Inspiring. I'll go be an AI evangelist now!"
- Kris Creed, Digital Content Leader at Total Tools and Hardware Group

"The summary of all the useful ai tools and the most effective way to use them. It lessened the anxiety around the what and how."
- Yuijei Leong, Head of Design of L'Occitane Australia

Client: The Marketing Society

Event: Digital Day Conference, Singapore
May 2024



An impressive 100% of the 72 survey respondents ranked Dominique's session as the #1 session of the day 👾

"We invited Dominique to speak at one of our flagship conferences in Singapore recently (The Marketing Society's Digital Day Conference in April 2024), to an audience made up of 150 senior marketing leaders across brands, agencies, and media. **Put simply, Dominique blew our audience away and her session was an absolute game-changer on how to cut through the noise and make AI incredibly accessible**.

Dominique delivered her session without the fluff and instead packed it with practical insights and real-life examples. It was evident she lives and breathes AI – it isn't just a corporate talk - she brings her high-energy and captivating style that keeps the entire audience hooked, transforming complex tech into something we can actually use to drive innovation and efficiency. Truly eye-opening and empowering for any leader looking to stay ahead!

The audience was incredibly engaged throughout (followed by a queue wanting to engage to speak after her session!). Dominique is such a dynamic, highly knowledgeable, and entertaining presenter - so the time just flew by! **As a point of reference, we collated feedback after the conference (we received 72 responses) and Dominique's session was #1 for every respondent amongst the 6 sessions on stage.**

Since our conference, we have welcomed Dominique back to present an extended 'Masterclass' style session to our Singapore community and will also be featuring her session across our Hong Kong and UAE hubs later in the year because we see the immense value she brings to the community.

I whole heartedly recommend Dominique to present the world of AI to any business looking to innovate."

- Brynie McBurney
Global Head, The Marketing Society

Client: Coca-Cola

Event: AI Primer Session for Leaders
June 2024



Audience

Gathering 240 executives from across The Coca-Cola Company ASEAN + South Pacific, along with 60 marketing leaders from prestigious brands such as Salesforce, Diageo, and others, this exclusive event united top industry professionals committed to driving transformative change within their sectors.

Key Wins

- **Nearly all (96%) found the session valuable and would recommend it.**
- **Participants loved the mix of new AI tools, practical examples, and actionable guidance.**
- **The session was praised for introducing them to new tools, being engaging, offering insightful applications, and sparking inspiration for further AI exploration.**
- **The high marks and positive feedback ("excellent," "super inspiring") confirm the session's success in delivering valuable and practical knowledge of AI.**

AI Primer Session: Feedback Analysis	
Ranking 0-10, with 10 Being Best	**Percentage % of Respondents**
10	66% (66 respondents)
9	17% (17 respondents)
8	14% (14 respondents)
7	4% (4 respondents)
Grand Total	**100% (101 respondents)**

"Dominique's AI primer session was a game-changer for our team! Packed with practical, real-life examples, it made AI concepts easy to grasp and apply. Dominique's high energy and captivating style kept us all engaged and excited. We explored a wide range of AI tools and their applications, making the session incredibly informative and fun. This session provided us with actionable insights that are crucial for executives looking to leverage AI to drive innovation and efficiency within their companies.

What really stood out was how practical and down-to-earth the session was. Dominique's enthusiasm was infectious, and her live demos were spot on, showing us exactly how to use AI in our daily work. This was hands down one of the most eye-opening and impactful sessions I've attended in the space. It made complex topics simple and relevant, helping us understand how to use tech to gain a competitive edge, and her approach inspires business leaders to embrace more AI, positioning us to lead in the AI-driven future."

- Matthias Blume
VP of Marketing for ASEAN & South Pacific,
The Coca-Cola Company

Client: The Marketing Society

Event: Changemakers Conference 2025
Nov 2025



Audience

The session brought together over **400 senior marketing leaders** attending The Marketing Society's **Changemakers Conference 2025**, the organization's flagship gathering focused on bold ideas and industry transformation.

Held at Dubai's iconic **Museum of the Future**, the event attracted **CMOs, brand directors, strategists, and agency leaders** from global and regional organizations. The venue's focus on innovation and imagination made it the ideal setting for a conversation about the future of creativity, intelligence, and customer behavior.

The audience was highly engaged and forward-thinking, with many exploring how AI is reshaping marketing roles, customer expectations, and how brands can create new value.

Key Wins

- **Exceptional reception:** The session received a strong average recommendation score of **9.3/10**, with **61% giving a perfect 10**.
- **High engagement:** The audience remained fully focused and energized throughout, with **a** total of **165 participants** completed the feedback form.
- **Relevant and actionable:** Attendees highlighted the value of the **AIO framework**, insights on customer evolution, and the clear, practical tools they could bring back to their teams immediately.
- **Thought leadership impact:** The session stood out as one of the most talked-about at the conference, reinforcing Final Upgrade's positioning in the future-of-marketing space.

AI Primer Session: Target Audience Analysis

Ranking 0-10, with 10 Being Best	Percentage % of Respondents
10	61% (101 respondents)
9	19% (32 respondents)
8	15% (24 respondents)
7 and below	5% (8 respondents) *with 50% rated as 7*
Grand Total	**Ave. recommendation score: 9.3 (165 respondents)**

> ***"Dominique's 'Your Future Customer Isn't Human' session was a standout at this year's Changemakers Conference. She connected AI to the realities of modern marketing - from customer evolution to creative efficiency - in a way that made the content immediately relevant and energizing for our audience. The room was fully engaged throughout & feedback was overwhelmingly positive - one of the most talked-about sessions of the day."***

- Alasdair Hall-Jones, Global Director at The Marketing Society

Testimonials from Event Participants

"Made me think so differently about the reality of our future with AI - turned my thinking upside down!"
- Carolyne Allmark, Marketing Director of PwC

"I love that it's a very practical demonstration - often AI starts at a level where "normal" people are already lost..."
- Eva Sieburg, General Manager of Shift & Shape

"It gets us to know about the new platforms that will make the work to be less time confusing and more data driven."
- Massimo Sirianni, Marketing Executive of Jumeirah

"Dominique delivered a reality check on effectiveness. The fact that we can now generate reports, insights, and scenarios in minutes instead of weeks changes everything. Faster readouts mean faster pivots, cleaner decision-making, and way less time wasted on bad outcomes."
- Salwa Azar, Marketing, PR & Events Director of MDLBEAST

Client: Women in Family Offices (WIFO)

Event: AI Primer Session









Audience

The session catered to influential women in family offices, who are key decision-makers managing family wealth, investments, and philanthropy. These experienced professionals excel in finance, strategic planning, and asset management. Their roles involve overseeing diverse portfolios, ensuring sustainable growth, and preserving the legacy of family-owned businesses, with a commitment to innovative solutions and best practices.

> Dominique blazes the trail for women leadership in AI! Her session with Women in Family Offices (WIFO) was a game changer for me and many others in the room!

- Sharon Sim
Co-Founder, Women in Family Offices (WIFO)
Co-Founder & General Partner, Purpose Venture Capital
Co-Author of "Why Women Don't Talk Money"

> I used to think AI was not for me. With so many experts discussing AI, it was hard to relate. But everything changed after attending an AI primer organized by Women in Family Offices (WIFO) and Dominique Rose Van-Winther of Final Upgrade AI. They provided a practical approach to make AI useful and relatable at work and play.
>
> Not using Gen AI today is like avoiding computers for calculations. You can't put AI tech back in the bottle. We learned to stop using ChatGPT like Google and to start talking to it instead of writing. We even created our own images and videos, and the feedback was overwhelmingly positive. Everyone left excited to use tools like ChatGPT, Perplexity AI, Midjourney, Otter, Taskade, Futurepedia, Merlin, and more.

- Serena Wong
Co-Founder, Women in Family Offices (WIFO)
(Currently Managing Director & Senior Advisor, Julius Baer)
Co-author of "Why Women Don't Talk Money"

Client: Coca-Cola Europacific Partners

Event: Accelerate Performance 2030
June 2024



Audience

Over 65 of the most senior executives and leadership team members from the largest bottler in the world, Coca-Cola Europacific Partners (CCEP) ($20 billion annual revenue | 35k employees).

Key Wins

- **The target audience found the AI Primer Session informative (81% rated it 9 or 10).**
- **100% of the participants would recommend the session.**
- **Participants found the session informative, thought-provoking, and insightful.**
- **Some participants found the session intriguing but also believe it is important to move forward with AI.**

AI Primer Session: Target Audience Analysis

Ranking 0-10, with 10 Being Best	Percentage % of Respondents
10	48% (20 respondents)
9	33% (14 respondents)
8	14% (6 respondents)
7	5% (2 respondents)
Grand Total	**100% (42 respondents)**

> What a learning experience. Feeling both challenged and excited to play with AI!
>
> - Wendy Rayner
> Managing Director, NZ at
> Coca-Cola Europacific Partners

> Thank you for the insightful session. Use AI to increase the productivity in our workplace. Hashtag #AIforBetterFuture
>
> - Lucia Karina
> VP, Public Affairs, Communications, and Sustainability for Indonesia
> at Coca-Cola Europacific Partners

> Amazing session, crystal clear, inspiring and turning us all in adopters. Thank you 🙏
>
> - An Vermeulen
> VP, Country Director at
> Coca-Cola Europacific Partners

> Amazing insight into how we can adjust and speed up in our ever-changing world. Loved how Dominique made AI easy to understand - no jargon- and offered some practical tips to kick us all off. Thank you!
>
> - Karen Yates-Hills
> VP, Field Sales at
> Coca-Cola Europacific Partners

Client: LatAm Retailers Executive Incentive Trip

Event: AI Primer for the CEOs and Commercial Directors of LatAm's largest retailers from 10 countries
June 2024



AI Primer Session: Target Audience Analysis

Ranking 0-10, with 10 Being Best	Percentage % of Respondents
10	84% (16 respondents)
9	16% (3 respondents)
Grand Total	**100% (19 respondents)**

Audience

CEO and Commercial Directors from Grupo Pão de Açucar, Farmacias del Ahorro, Chedraui (El Super / Fiesta Mart), HEB, Olimpica, joined by FEMSA and Arca Continental (2nd and 3rd largest bottlers globally) and The Coca Cola Company Latin America.

Key Wins

- **All participants (100%) rated the session highly (scores of 9 or 10), indicating a strong likelihood of recommendation to colleagues. This suggests the session exceeded expectations and delivered significant value.**
- **A substantial majority (84%) awarded the session a perfect score, highlighting exceptional satisfaction with both content and delivery.**
- **Feedback indicates participants appreciated the session's in-depth coverage of AI tools, practical applications, and interactive elements. This suggests the session effectively addressed their needs for actionable knowledge and practical guidance.**

"Dominique's session with Latin American retailers was exceptional. She broke down generative AI in a clear and relatable way, transforming a complex topic into something exciting and tangible. The feedback was phenomenal, with participants describing it as transformational and eye-opening. Her insights into change management were spot-on, making everyone feel included and inspired. She skillfully wove in stories and practical examples that significantly impact businesses, all delivered with humor and enthusiasm. Dominique's contribution made a huge impact, and her work helped make the event a tremendous success. It was an absolute pleasure working with her and her team, and there is great anticipation for future sessions to continue driving AI change within the organization."

- Leticia Brandão
Customer Value Director, The Coca-Cola Company Latin America



Serena Wong

Managing Director Senior Advisor at Julius Baer

I used to think AI was not for me. With so many experts discussing AI, it was hard to relate. But everything changed after attending an AI primer organized by [us] and Dominique Rose Van-Winther of D•Central. They provided a practical approach to make AI useful and relatable at work and play.

Not using Gen AI today is like avoiding computers for calculations. You can't put AI tech back in the bottle. We learned to stop using ChatGPT like Google and to start talking to it instead of writing. We even created our own images and videos, and the feedback was overwhelmingly positive. Everyone left excited to use tools like ChatGPT, Perplexity AI, Midjourney, Otter, Taskade, Futurepedia, Merlin, and more.



Gita de Beer

Former Growth Officer at Vogue & Robb Report

Dominique is an extraordinary visionary at the intersection of AI and business. Her ability to navigate uncharted territories with confidence and clarity is unparalleled. Whether addressing a mainstream audience or engaging with experts, she effortlessly bridges the gap, delivering profound insights that leave everyone in awe. Dominique's impact on the future of AI is not just promising; it's transformative!



Norbert Modla

Vice President Human Resources & Communication at BD

Dominique made AI fun and accessible! For HR, being at the forefront of this change is key. Her real-world examples and practical tips were spot on, showing us exactly how to integrate AI into our daily work. Her energetic delivery and deep expertise turned a complex topic into an inspiring call to action. HR can lead AI adoption, and this session was personally and professionally invaluable.

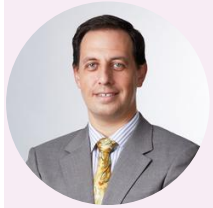


Matthias Blume

VP Marketing, ASEAN and South Pacific at The Coca-Cola Company | Member of Executive Board for ASEAN & South Pacific

Dominique's AI primer session was a game-changer for our team! Packed with practical, real-life examples, it made AI concepts easy to grasp and apply. Dominique's high energy and captivating style kept us all engaged and excited. We explored a wide range of AI tools and their applications, making the session incredibly informative and fun. This session provided us with actionable insights that are crucial for executives looking to leverage AI to drive innovation and efficiency within their companies.

What really stood out was how practical and down-to-earth the session was. Dominique's enthusiasm was infectious, and her live demos were spot on, showing us exactly how to use AI in our daily work. This was hands down one of the most eye-opening and impactful sessions I've attended in the space. It made complex topics simple and relevant, helping us understand how to use tech to gain a competitive edge, and her approach inspires business leaders to embrace more AI, positioning us to lead in the AI-driven future.



Mark Schmulevich

Managing Partner at Aloniq | Managing Director at Zimin Institutes

"As a global deep tech and AI practitioner, I've seen many experts in the field, but Dominique Rose Van-Winther stands out as a passionate advocate for "Everything AI". Her enthusiasm is contagious, making complex topics both accessible and exciting. Dominique's dynamic energy, clear communication, and practical examples make learning easy, fun, and inspirational.

Her interactive style keeps everyone engaged, and her ability to relate AI to real-world applications is exceptional. Dominique simplifies and empowers business professionals to confidently embrace AI in a field often filled with jargon and complexity."



Ian MacDonald

Head of Singapore and Deputy CEO, Asia Pacific at abrdn

"I attended the AI Primer with other members of the regional leadership team, and we were all universally positive in our feedback. Dominique does an excellent job of introducing a range of AI tools together with thoughts around best practices and pitfalls in an incredibly engaging and practical manner."



Lisa Johnson

Chief Executive Officer at Panagram Fund Management, wholly owned subsidiary of Eldridge

"Dom's 3-hour session was life-changing, transforming my work approach and perspective on technology. She makes everything practical, inspiring, and exciting. I've recommended her to my network, and everyone rated her 15 out of 10. Her presentation was clear and practical, providing a roadmap for moving forward. As someone who never saw myself as a tech person, Dom accelerated my progress and guided me through the field. An extraordinary session by an exceptional, passionate, and engaging presenter!"



THANK YOU

Mobile : +65 8182 0311
E-mail : d@finalupgrade.ai

Schedule a chat : Reach out to robot@finalupgrade.ai

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