

PREMIUM SPEAKER KIT

KATHY GENDELMAN

AI Educator • Professional Speaker • Business Strategist

Founder, Simply AI to Z

I Make AI Make Sense for Business.

Interactive presentations. Real demonstrations. Hands-on AI experiences.

For audiences who want to understand AI, see it working, and know what to do next.

AVAILABLE FOR

Keynotes • Conferences • Association Events • Workshops • Corporate Training • Professional Development • Panels • Virtual Presentations



SIGNATURE DELIVERY STYLE

Workshop-style by design.

Kathy teaches it. Demonstrates it. Gets the audience involved. Attendees leave understanding what they can actually use, build, and do next.

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The Educator. The Business Owner. The AI Builder.

Kathy's advantage is not simply knowing AI. It is knowing how to teach it, apply it to real business problems, and make people comfortable enough to use it.



THE EDUCATOR

30+ years in public education, including classroom teaching and school leadership.



THE BUSINESS OWNER

Entrepreneurship, fitness and medical fitness, marketing, business development, and real client work.



THE AI BUILDER

Hands-on work with AI assistants and agents, automation, voice AI, AI video, websites, assessments, and workflows.

INTERACTIVE, WORKSHOP-STYLE PRESENTATIONS

Not passive lectures.

Live AI demonstrations, audience participation, real business examples, hands-on builds, and practical next steps bring the subject into the room.

PLANNER-READY BIO

Kathy Gendelman is an AI educator, professional speaker, business strategist, entrepreneur, and founder of Simply AI to Z. With more than 30 years in public education, including classroom teaching and school leadership, she brings an educator's ability to make complex ideas practical and easy to understand. Known for her interactive, workshop-style presentations, Kathy combines live AI demonstrations, audience participation, humor, real-world examples, and hands-on experiences. She speaks on AI video marketing, AI assistants and agents, automation, business workflows, and practical AI implementation, helping audiences move beyond the hype and understand what they can actually use, build, and do next.

"Kathy doesn't just explain AI. She shows it working and gets audiences involved."

Five strong topics. One practical promise: audiences leave knowing what to do next.

FEATURED PRESENTATION

Stop the Scroll: AI Video Marketing

How to Turn Ideas Into Videos People Actually Notice

Kathy shows how an idea becomes a hook, script, visual direction, and call to action - then puts the process into practice with live examples

It's not the AI. It's not the video. It's the message.

PRESENTATION

Your First AI Employee

How AI Assistants and Agents Can Save Time, Follow Up Faster & Get More Done

A practical look at how AI assistants and agents can support communication, follow-up, research, organization, customer service, and recurring work while people remain responsible for judgment

The goal isn't more AI. The goal is better support.

PRESENTATION

AI in Education: Work Smarter, Teach Better, Stay Human

Practical AI for Educators and Leaders

Practical ways educators and leaders can use AI for planning, communication, research, content development, productivity, and problem-solving without giving up creativity, judgment, or human

AI can support the work. Human judgment still leads it.

PRESENTATION

Build Smarter: Practical AI for Contractors & Service Businesses

Less Admin. Faster Follow-Up. Better Business Systems.

Where AI can support follow-up, customer communication, estimates and proposals, organization, marketing, recurring workflows, and the administrative work that slows teams down.

Use AI where the work gets stuck.

PRESENTATION

Curious About AI?

What It Is, Why It Matters & How It May Shape Our Future

A warm, jargon-free introduction using relatable examples, humor, live demonstrations, and a balanced discussion of opportunity and concern.

You don't need to become an AI expert to become AI informed.

CUSTOMIZATION

Sessions can be tailored for fitness & wellness, education, construction and home services, Chambers and associations, professional groups, small business, and corporate teams.

Don't Just Hear About AI. Experience It.

Kathy's sessions are designed to get audiences involved. They see it, try it, and leave understanding how to use it.

INTERACTIVE WORKSHOPS

Participants work through real examples and leave with something they can actually use.

LIVE DEMONSTRATIONS

Kathy shows AI working in real time instead of relying only on screenshots and theory.

AUDIENCE PARTICIPATION

Questions, challenges, examples, and live experimentation bring the subject into the room.

HANDS-ON BUILDS

Depending on the session, audiences may build a video campaign, AI assistant, simple app, workflow, or other practical solution.



Interactive Workshop Preview – visual representation of Kathy's workshop-style teaching and demonstrations.



REAL SPEAKING PROOF

On the Panel

Panel discussion.



AI Video in
Action

Scan to watch.

Understand it. See it. Use it.

The goal is not more AI. The goal is useful AI, taught clearly enough that people can act on it.

A speaker who can connect education, business, and AI.

PUBLIC EDUCATION

More than 30 years in public education, including classroom teaching, school leadership, curriculum development, professional development, and organizational leadership.

EDUCATION

B.S., Special Education — Penn State
M.Ed., Educational Administration — Arcadia University
Doctoral-level study

BUSINESS EXPERIENCE

Fitness, medical fitness, entrepreneurship, marketing, business development, education, and artificial intelligence.

HANDS-ON AI WORK

AI assistants and agents • automation • voice AI • AI video
• visual storytelling • websites • business assessments •
marketing systems • workflow design

BEST-FIT AUDIENCES

Kathy's topics are broad enough for AI-curious audiences and specific enough to adapt for industry events.

- Fitness & Wellness
- Education & Professional Development
- Chambers & Business Organizations
- Contractors & Service Businesses
- Professional Associations
- Corporate Teams
- Entrepreneurs & Small Business
- Community & Nontechnical Audiences

WHAT PLANNERS CAN EXPECT

- A clear, audience-specific session objective
- Workshop-style interaction without forcing participation
- Live demonstrations with practical context
- Examples customized to the room and industry
- Actionable takeaways attendees can use after the event

More than three decades of education and leadership - now applied to practical AI.

Bring Practical AI to Your Audience.

Give your audience an AI experience they will understand, remember, and know how to use.

INVITE KATHY TO SPEAK

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SPEAKER RESOURCES

One-sheet
Six-page speaker kit
Planner-ready bio
Session descriptions
Headshot and event materials

SEE KATHY IN ACTION

Real panel speaking proof
Interactive workshop preview
AI Video in Action



AI Video Example

I Make AI Make Sense for Business.

Interactive. Workshop-style. Practical. Built for the people in the room.