



ERIN BELLISTON

Make AI Understandable, Useful, and Actionable.

KEYNOTE SPEAKER · HUMAN-FIRST AI STRATEGIST

Practical AI for business owners, entrepreneurs, and teams.

Ponderosa Gold

AI doesn't need to feel complicated to be useful.

Erin Belliston is a human-first AI strategist, consultant, and founder of Ponderosa Gold. She helps business owners, entrepreneurs, and teams understand where AI can actually make a difference - and how to begin using it in practical ways.

Rather than focusing on hype or the latest tools, Erin starts with the work itself: how people think, create, communicate, make decisions, and run their businesses.

Her presentations make complex AI concepts approachable and actionable, helping audiences move from curiosity and uncertainty to greater clarity, confidence, and capability.

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Humans come first. AI should support and augment human expertise - not replace the judgment, relationships, creativity, and leadership that make businesses valuable.

Practical



Approachable



Business-Focused



Human-First



Leveraging AI for Business, Wealth & Life

How Artificial Intelligence Is Changing Business - and What You Can Do About It Today

AI is changing how we think, work, create, and compete - but knowing that AI matters is very different from knowing what to do with it. In this practical keynote, Erin helps audiences understand what AI can actually do, where it can create meaningful value, and how to begin experimenting with it without becoming overwhelmed by the technology.

01

See the opportunity

Recognize where AI can meaningfully improve everyday work.

02

Cut through the noise

Separate useful AI capabilities from hype, myths, and unnecessary complexity.

03

Start practically

Identify tools and use cases worth exploring now.

04

Move forward confidently

Use AI more intentionally while keeping human judgment at the center.

Practical, approachable, and built for real audiences.

Erin's approach is grounded in clarity, practical application, and real business relevance, so audiences leave with ideas they understand and can actually use.

01

Makes AI approachable

Complex ideas are explained clearly without assuming a technical background.

02

Immediately useful

Audiences leave with practical ways to think about AI and apply it in their own work.

03

Tailored to the audience

Presentations adapt to the event, industry, experience level, and conversations that matter most.

04

Confidence over hype

The focus is understanding what AI can do and how to use it thoughtfully - not chasing every new tool.

“The goal isn't to impress people with AI. It's to help them feel more capable using it.”

A GOOD FIT FOR

Conferences · Business
Associations · Entrepreneur
Groups · Leadership Events ·
Company Teams · Community
Organizations

BRING ERIN TO YOUR NEXT EVENT

Make AI feel more useful - and a lot less overwhelming.

If you're looking for a speaker who can make AI practical, approachable, and relevant to your audience, Erin would love to hear about your event.



SPEAKING INQUIRIES

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