

# UNA STEVENSON

Keynote Speaker | Operations & AI Strategy Executive | TEDx Speaker | Author

"Strategy that moves people. Leadership that delivers."

## ABOUT UNA

Una Stevenson is an operations and transformation executive, AI strategy leader, and TEDx speaker with nearly 20 years of experience helping organizations turn strategy into execution. She is the COO and co-founder of PINNO Marketing and Business Development and co-founder of PINNOai, an AI-powered advisory platform. A former Division I collegiate athlete and state champion, Una brings the discipline of a competitor to every stage. Her audiences leave not just inspired, but equipped.

## SIGNATURE TALKS

### Discovering the G.I.F.T. of Underestimation

Keynote / Personal Leadership / Culture

Una's TEDx keynote. A four-step framework for converting personal history into leadership advantage.

### AI Without the Hype: Building Organizations That Actually Adopt It

Keynote / AI & Technology / Leadership

A practical, human-centered model for integrating AI into real workflows. No jargon. No fear. Just clear leadership through change.

### The Execution Gap: Why Strategy Fails and How to Fix It

Keynote / Operations / Executive Leadership

The systems, rhythms, and leadership behaviors that close the gap between vision and results.

## THE G.I.F.T. FRAMEWORK

### Gather

Name what is cracked, without shame or denial. Acknowledgment is the first act of leadership.

### Identify

The qualities others misunderstand are often the birthplace of hidden strengths.

### Forge

Small, steady victories rebuild belief. Micro-wins compound into momentum.

### Turn

Strength multiplies when it lifts others. Transformation in service of team and community.

## TOPICS & IDEAL AUDIENCES

### Topics Una Speaks On

- › Leadership and Organizational Transformation
- › The G.I.F.T. Framework: Underestimation into Advantage
- › AI Strategy and Human-Centered Technology Adoption
- › Operations and Execution Excellence
- › Women in Leadership and Professional Advancement
- › Resilience, Identity, and Building from Broken Places

### Audiences Una Serves

- › Corporate leadership conferences and executive summits
- › Women in business and professional development events
- › Technology and AI-focused conferences
- › Healthcare organizations and associations
- › Universities and collegiate leadership programs
- › Faith-based and community leadership events

20

Years Executive Leadership

3

Conference Stages

D-I

Collegiate Athlete & State Champion

2

Companies Founded

1

Framework: G.I.F.T. Method

## BOOK UNA TO SPEAK

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