
ABBIE WHITE
Keynote Speaker.
Human + AI Growth Strategist
for Sales & GTM Teams.
ABBIE-WHITE.COM

When you book Abbie, you get more than a keynote.

Abbie delivers revenue growth for businesses embracing the Human + AI age, measured in record-breaking months post-session.



One AI workflow that previously took weeks now runs in under an hour. Another client achieved **$9 Million** net new pipeline in 30 days. Brands she has worked with have achieved over 2000% ROI on lead generation campaigns. **Her clients leave more than energised; they leave executing.**

Abbie White is a keynote speaker and Human + AI growth strategist for sales & GTM teams. She navigates the line between AI acceleration and human advantage.

Working with businesses every week, she sees the patterns of where the **growth opportunities** and risks are across the revenue and partner ecosystem — a rare, real-time view she brings to every client. **Everything you hear on stage has been tested in today's market.**

Her signature keynote, **The Growth Paradox: Human + AI,** challenges teams to embrace change, rethink, and identify which growth lever to pull (AI or human advantage) and when. Because in the right context, each accelerates revenue, but in the wrong one, each can be damaging.

Abbie is trusted by **ASX 200 and Fortune 500 brands** including HPE, Qantas, Fortinet, Commonwealth Bank of Australia, Deloitte Digital, and Telstra.





Abbie has unlocked $500M+ in revenue & multimillion-dollar outcomes for her clients.

Abbie's Credentials at a Glance

International expertise
Has lived and worked across APAC, the UK, USA, and Switzerland.

Former IBM National Sales Manager
Growing a $100M business unit.

Founder & CEO
Of ROI-driven growth transformation company Sales Redefined.

Trusted by world-leading brands
Including HPE, Dell, IBM, & Qantas.

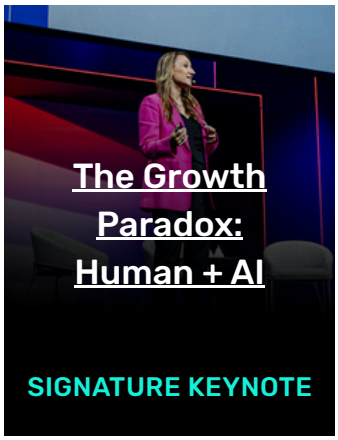
Over $500M in revenue and over 2000%+ ROI
Unlocked for clients globally.

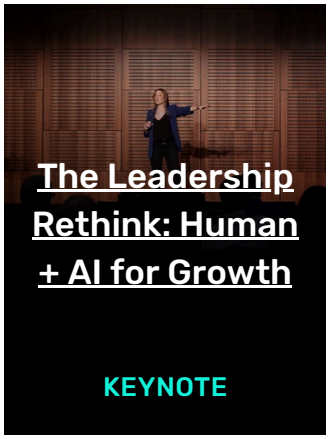
Record results
Clients achieve record months and pipeline milestones within 30 days of working with Abbie.

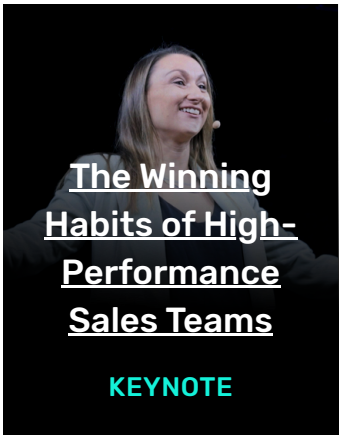
Thought Leader
LinkedIn Top Voice, Forbes Australia and CEO Magazine contributor.

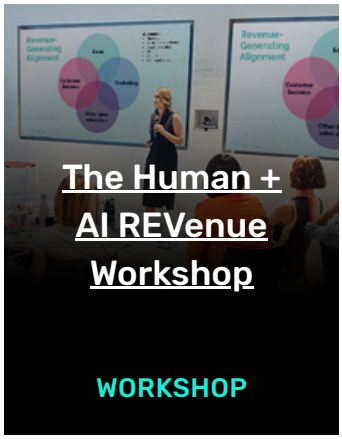
2026 Silver Stevie Award Winner
Thought Leader of The Year - Business Services category.

Abbie's Keynote & Workshop Topics









"Abbie was definitely the STAR of the show. She hit the mark between future thinking and pragmatism."

CATER CARE



Clients & Industries Abbie Has Worked With

Delivered across UK Australia New Zealand Singapore Fiji

IT, TECHNOLOGY, SAAS, & TELCO

DELL Technologies · IBM · FORTINET · HPE · DATACOM · Cisco Meraki · Telstra · myob

HEALTH & PHARMACY

pR pharmacy REDEFINED · Pierre Fabre · Specsavers · Recovery Partners · dietitian connection

FINANCE, MORTGAGE BROKING, REAL ESTATE, & INSURANCE

cbn COMMUNITY BROKER NETWORK · BETTER BUSINESS SUMMIT · Commonwealth Bank · lendi group · Elders · Mortgage Choice

PROFESSIONAL SERVICES

KINDRA MIGRATION LAWYERS (FORMERLY WLW MIGRATION LAWYERS) · Deloitte. Digital

ENERGY & ELECTRIC

Schneider Electric · EnerSys Power-Full Solutions

RECRUITMENT

Frontline Recruitment · WOW recruitment happy · Workforce Extensions

AUTOMOTIVE

DAIMLER TRUCK · sgfleet

FRANCHISE MODEL

fernwood FITNESS · Specsavers · laserclinics AUSTRALIA · Frontline Recruitment · snap 24/7 fitness LIFT BRANDS · QUEST APARTMENT HOTELS

"Abbie's ability to translate complex challenges into clear, actionable strategies is exceptional, and her keynote was one of the standout moments of the event."

Australian Revenue Management Association Centre of Excellence

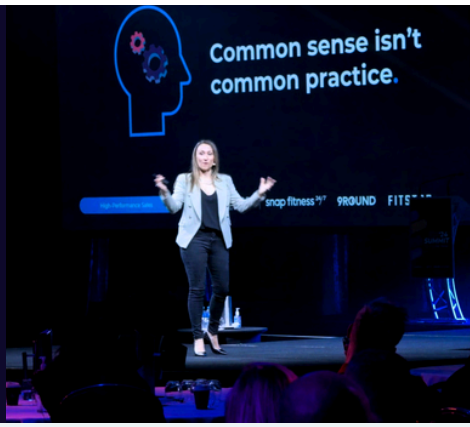


Abbie’s Signature Process

PRE-EVENT

Discovery & Tailored Diagnostic

Abbie goes far beyond a briefing call. She surveys the team, runs a leadership briefing, and delivers a tailored diagnostic before your event. This is what your keynote and/or workshop is built from.



“What sets Abbie apart is the time she invests making sure content is aligned with your strategic objectives.”

LIFT BRANDS
ELEVATED WELLNESS COMPANIES

DURING EVENT

Customised Keynote or Workshop

Practical, energising, interactive, and grounded in real-world evidence, Abbie’s sessions are built specifically for your business. Clients consistently say Abbie delivers the best sessions of their kind they have attended.



“This was my first conference where I have not heard historical content being repeated and learnt something.”

EnerSys
Powered Full Solutions

POST-EVENT

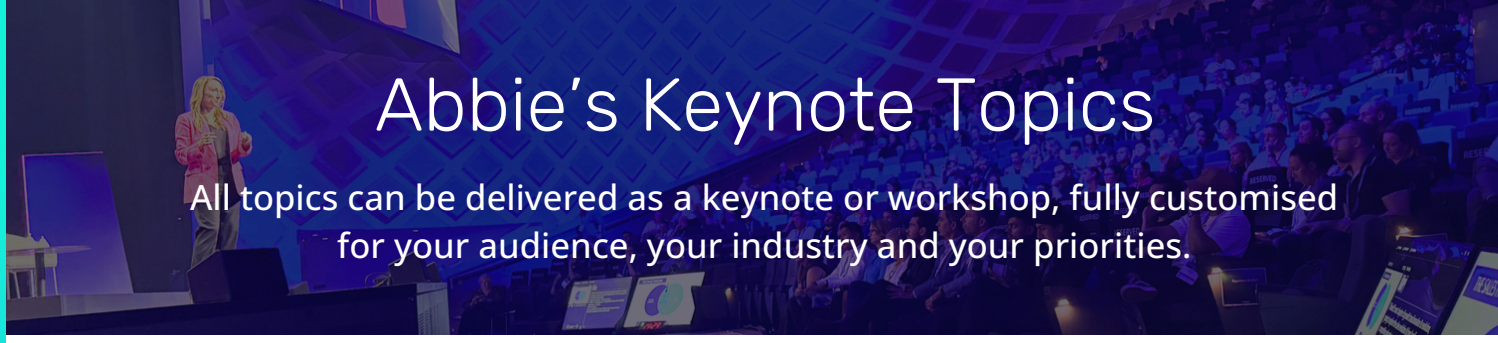
30-Day Execution Challenge

An optional structured challenge that embeds the frameworks and drives measurable commercial outcomes long after the event ends.



“Follow Up Friday is the best thing that ever happened to us — equated to our highest month on record.”

WOW
recruitment happy



Abbie's Keynote Topics

All topics can be delivered as a keynote or workshop, fully customised for your audience, your industry and your priorities.

1 The Growth Paradox: Human + AI

SIGNATURE KEYNOTE

AI and human advantage are both growth levers. Both can accelerate your revenue… *and* both can damage it. The difference is knowing which one to pull, and when.

Here is the paradox: If we don't lean into AI, we risk falling behind competitors who are already going AI-native. However, using AI where we shouldn't can be brand-damaging and risks losing the human connection that drives loyalty.

The organisations winning right now are the ones who know how to rethink, adapt and execute to seize the human + AI growth opportunity when everything keeps changing at speed.

- **Rethink, unlearn.** Challenge assumptions, rethink as human + AI.
- **Think like a scientist.** Test, iterate and experiment at speed.
- **Adapt.** Gain the advantage, before others move.
- **Execute.** Develop the habits that drive execution amongst the noise.

KEY TAKEAWAYS:



See exactly where AI accelerates revenue in your sales journey, and where human advantage wins the client.



AI influences whether you get shortlisted or win the tender. Understand how to adapt for the AI-enabled buyer.



Turn the keynote into growth with a 30-Day Execution Challenge that keeps the team executing after the event.



Book a 15-min call with Abbie

2 The Leadership Rethink: Human + AI for Growth

You've bought the AI licences.
Now lead the rethink that puts your business ahead on growth.

AI has changed how buyers choose, how teams work and how fast markets move. The sales and GTM teams pulling ahead are the ones rethinking how they operate as Human + AI.

- **Rethink.** Rethink how you accelerate growth and win as Human + AI.
- **Disruption comes quick.** Understand the macro trends influencing business and the perfect storm which is upon us.
- **Decide what stays human.** Get clear on where human judgement, trust and relationships are non-negotiable.
- **Leadership in the AI era.** Lead your team to turn AI into revenue.
- **Getting an ROI on AI.** Learn how progressive high-performance teams are gaining the competitive advantage and achieving an ROI on AI.

Abbie brings both sides of the rethink. The commercial case comes from her first-hand work with businesses on a daily basis and from leading a $100M portfolio at IBM. The human side comes from her positive psychology and emotional intelligence credentials, both put to work every week inside sales & GTM teams.

KEY TAKEAWAYS:



Identify where to rethink your approach and likewise what to protect at all costs.



How to effectively lead your teams for growth during the Human + AI era.



A 30-Day Execution Challenge that gets leaders and teams executing immediately.



Book a 15-min call with Abbie

3 The Winning Habits of High-Performance Sales Teams

What the top performers do consistently, not just "when they have time," to keep delivering results in a tough market.

LinkedIn and Ipsos studied 2,000+ B2B sellers and found **three habits** linked to beating quota.

In this keynote, Abbie shares those habits and adds her own proven methods, which one client credits with their **highest month on record,** in a tough market. Most of her clients still use these habits and execution strategies years later.

Many sellers have never had to perform in a market like this. With the chance of recession rising, the teams that win know how to keep their habits under pressure and perform without burning out.

- **The three high-performance habits.** The research-backed habits linked to beating quota, and how to make them stick even when the team is flat out.
- **Building pipeline in a tough market.** Prospecting habits that keep pipeline moving when buyers go quiet.
- **Habits that count in the AI era.** How to power high-performance habits.
- **Strong execution.** Agree on non-negotiables and execute under pressure.
- **Stand out in a noisy market.** How to differentiate and hold buyers' attention when every competitor sounds the same.

KEY TAKEAWAYS:



The habits that matter most in a tough market.



How to execute through the noise and perform under pressure without burning out.



A 30-Day Execution Challenge that delivers the results.



Book a 15-min call with Abbie



The Human + AI REVenue Workshop

The Human + AI Interactive Workshop is a private, customised session for your sales and go-to-market team, built around your approved AI tools, your AI guidelines, and your team's real use cases.

> **84% of Australian workers use AI at work. Only 7% have advanced AI literacy.** (RMIT Online and Deloitte Access Economics, 2026)

Most teams are not aware of the true capabilities of a Human + AI approach or how to effectively use AI beyond the basics. They tend to start by using AI to do the same work slightly faster. **But the real return comes from rethinking as human + AI and building capability.**

We don't know what we don't know, and seeing is believing. We **demo** and give real examples of what is possible, then **remove the barriers** to execution.

WORKSHOP FORMAT:

- **Duration:** We recommend the program as a **1-day** or **2-day** in-person workshop, or as a **virtual 6-part series.**
- **How It Works:** We share our **8-step REDEFINE™ framework** for AI execution. Teams brainstorm how they can redesign their own workflows as Human + AI, then build and test use cases with Abbie working alongside them.
- **Post-Session Execution:** A 30-business-day challenge and a 1-hour virtual regroup six weeks on.

WHAT YOUR TEAM GETS:

- An understanding of how **progressive high-performance teams** operate as **Human + AI.**
- **Live use cases** in their own roles, built on real examples.
- **A world-class prompt pack** written specifically for your team.
- Learn how to build reusable **AI Skills** and a **shared workspace.**
- **Built by your team:** Your people do the building, so the capability stays with the people who use it.
- The **action** starts live in the room (or virtual room!)

Book a 15-min call with Abbie

“An exceptional speaker who delivers. Abbie's energy is infectious, keeping everyone engaged. Her keynote was packed with insights that attendees could immediately implement. One salesperson with 20+ years of experience called it the best session of its kind he had attended.”

FORTINET



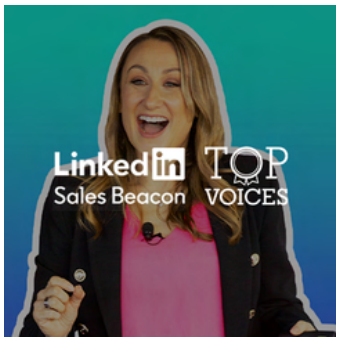


“Abbie’s session seamlessly connected AI, business growth and today's evolving consumer. She was exceptionally prepared and engaging, with clear takeaways that resonated with our audience.”

nMB

Abbie Has Been Featured In:

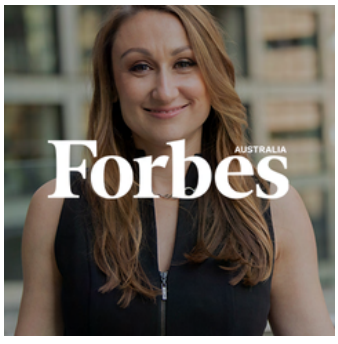












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