JOHN ARNOTT, II

2024 PRESS KIT

jarnott@c1m.ai | 972. 533. 9779

PROFESSIONAL BIO

John Arnott is an accomplished executive, author, and entrepreneur with over 25 years of experience leading digital transformation and leveraging emerging technologies to drive business success.

As CEO of C1M, Arnott helps enterprises convert more sales through advanced analytics, digital marketing, and AI solutions. Previously, he held leadership roles in IT, consulting, and data architecture across healthcare, manufacturing, professional services, and other industries. He has extensive expertise in business intelligence, data analytics, digital marketing, and strategic planning.

Arnott is the author of three books – *The AI Imperative*, *Measurable Results: Stop Wasting Money and Start Seeing Growth Today* and *Content First Marketing*. His writing focuses on providing executives with practical frameworks on marketing, sales, and technology strategy.

PREVIOUS SPEAKING ENGAGEMENTS

November 9, 2023 | AI for SEO - Marie Diaz Podcast
https://www.youtube.com/watch?v=4cPktIBeZvQ&t=111s

November 15, 2023 | AI Session Speaker - CEO Clubs

April 16, 2024 | Expert Guest - The Jeff Crilley Show
https://www.youtube.com/watch?v=1XJkmOjtXYM

June 26, 2024 | Ad Astra Podcast – Connected Conversations – Embracing Ethical AI
https://youtu.be/b6B2YRrduEQ?si=jiyLKQNF0W0FrspQ

June 27, 2024 | Keynote Speaker - Ad Astra Customer Appreciation Reception

July 10, 2024 | Podcast expert guest (AI) - Connected Conversations
https://www.youtube.com/@adastrainc/videos

October 2, 2024 | Vistage – The AI Advantage

October 3, 2024 | Vistage – The AI Advantage

October 8, 2024 | Vistage – The AI Advantage

October 9, 2024 | Vistage – The AI Advantage

October 10, 2024 | Vistage – The AI Advantage

November 15, 2024 | Vistage – The AI Advantage

TESTIMONIALS

"John Arnott's comprehensive approach to measuring AI ROI is impressive. From infrastructure costs to intangible benefits, the holistic approach he proposes allows for a nuanced evaluation of AI's impact on business performance. He reminds us that investing in AI is not a one-off deal but a sustained commitment to adaptation and growth. His book, [*The AI Imperative*] is a must-read for anyone navigating the AI landscape— it offers more than just insights, it offers a roadmap to success."

George Mayfield - CEO, Frameworks Consortium

"Amazing! I thought John was one of the better speakers we had because he provided us with NEW & practical information. Looking forward to using some of the AI topics he discussed. I've been a Vistage member since June 1990. John's presentation may be one of the most transformational I've seen in all my years. Very timely, very well delivered and the content is immediately useful! John shared some real-life applications of AI tools that I was able to apply to my business with immediate positive effects."

Howard Levitt – Vistage Master Chair

"An amazing presentation; easiestly the best thing I've heard in a long time. Thank you so much. Great presentation that gives members the AI basics. I did not have much experience with AI but left with some good ideas. My eyes are super wide open to how proficient AI can be in my business. I need it for SOPs and social posts, brand scripts, ad copy, calls to action and learned about how important prompts are. Amazing content every business owner who wants to keep growing in 2025 and beyond needs to hear. Everyone walked away with ways to start using AI.
Great speaker with relevant information to help increase skills in AI implementation. Mind blowing."

Fred Carpenter - Vistage Master Chair

"Awesome examples! He does a great job and open to addressing any questions.
Super helpful! You did a fabulous job!
Very knowledgeable and gave me some new ideas I am going to implement in my business."

Kimberly Layne Roberts – Vistage Chair | Executive Coach

TESTIMONIALS

"I especially enjoyed learning about John's own journey with AI as he provides a historical perspective of AI's development back in the 1950s, his journey in this field, where we are today, and the future path we pave in years to come. John does a great job of not checking the box of telling us how AI will eliminate jobs but rather how it is already lifting the workforce and society on the efficiencies and knowledge that can be gained with AI. No AI discussion would be complete without noting AI's impact on business, society, and humanity and John high-lights the benefits and safeguards. This is important and critical information that arrives at just the right time for many of us who are now taking the time needed to evaluate AI in our businesses."

Daniel Torpey – Partner, Ernst & Young, LLP

"John's eye-opening insights hit the strategic points that all companies need. His tips are invaluable to the success of your business…especially the mind-sized companies competing against the behemoths."

Ray Pekowski – President and CEO, The Expo Group

"Today, it all starts with great content. Whether it is a well-written post or a compelling video, content is king! Promoting great content to your fans is the first step to engagement and John Arnott shows us exactly how to do that."

Michelle Prince – Ziglar Certified Speaker and Self-Publishing Expert
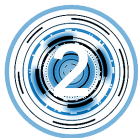
PRESENTATION TOPICS

THE AI ADVANTAGE

Artificial intelligence is transforming enterprises, but many leaders still struggle to leverage its potential. This presentation demystifies AI and provides executives with practical strategies to implement cutting-edge AI technologies across their organizations.

This presentation equips executives with the knowledge and tools to unlock AI's immense power. Attendees will gain actionable insights to transform their organizations for the AI age through improved decision-making, accelerated innovation, and optimized operations. The AI advantage awaits those leaders who equip themselves to harness its potential.

Benefits for Attendees:
- Learn the fundamentals of AI and how it is revolutionizing business
- Discover real-world examples and case studies of successful enterprise AI adoption
- Identify high-impact AI applications to solve challenges and capture opportunities
- Gain best practices for integrating AI into workflows to increase productivity and efficiency
- Understand how leaders can empower their teams to incorporate AI through training and development
- Receive a roadmap for developing an AI strategy aligned with business goals

AI-POWERED CUSTOMER EXPERIENCE: DRIVING LOYALTY AND GROWTH

In today's hyper-competitive landscape, exceptional customer experiences are the key to standing out. This presentation explores how AI is reshaping customer interactions and empowering organizations to deliver personalized, seamless experiences at scale.

Through real-world examples and practical strategies, attendees will learn how to leverage AI technologies such as chatbots, recommendation engines, and predictive analytics to enhance customer journeys, boost satisfaction, and drive business growth. CEOs will gain a roadmap for integrating AI into their customer experience strategies and measuring its impact on key metrics.

Benefits for Attendees:
- Understand how AI is transforming customer expectations and interactions
- Discover AI use cases for personalizing experiences, resolving issues, and increasing engagement
- Learn best practices for implementing AI in customer-facing channels while maintaining a human touch
- Gain strategies for using AI-driven insights to anticipate customer needs and proactively address them
- Explore metrics for quantifying AI's impact on customer satisfaction, loyalty, and revenue
- Receive guidance on building the right teams and partnerships to execute an AI-powered CX strategy

PRESENTATION TOPICS

RESPONSIBLE AI: NAVIGATING ETHICS AND GOVERNANCE FOR SUSTAINABLE ADVANTAGE

As AI becomes ubiquitous in business, leaders face critical questions about its responsible development and use. This presentation equips CEOs to navigate the ethical complexities of AI and establish robust governance frameworks for sustainable success.

Attendees will explore the key ethical considerations surrounding AI, from bias and transparency to privacy and job displacement. Through expert guidance and peer discussions, CEOs will gain strategies and tools to proactively address these challenges, build trust with stakeholders, and harness AI's benefits while mitigating its risks.

Benefits for Attendees:
- Understand the key ethical risks and challenges associated with enterprise AI adoption
- Learn frameworks for evaluating the fairness, accountability, and transparency of AI systems
- Gain best practices for data privacy and security in AI initiatives
- Discover strategies for preparing the workforce for AI-driven changes and reskilling impacted employees
- Explore models for effective AI governance, including policies, oversight, and ongoing monitoring
- Receive guidance on engaging stakeholders to build trust in AI and communicate its responsible use

## COMPETING ON AI: STRATEGIES FOR LEADERSHIP IN THE ALGORITHMIC AGE

AI is redefining the bases of competition across industries, and leaders must act now to seize its opportunities. This presentation empowers CEOs to make AI a source of enduring competitive advantage for their organizations.

Through engaging examples and practical frameworks, attendees will learn how to approach AI not just as a technology, but as a strategic capability. CEOs will gain insights into identifying their companies' AI advantages, allocating resources and developing talent accordingly, and integrating AI into their broader business strategies to outpace rivals.

Benefits for Attendees:
- Understand AI's implications for competitive strategy and industry disruption
- Learn to assess AI's potential impact on your company's value proposition and business model
- Gain tools for identifying and prioritizing your organization's most promising AI opportunities
- Discover best practices for funding, structuring, and governing AI initiatives for maximum impact
- Learn strategies for developing proprietary datasets and algorithms as sources of competitive advantage
- Receive insights on attracting, retaining, and upskilling AI talent to build differentiating capabilities

PUBLISHED WORKS
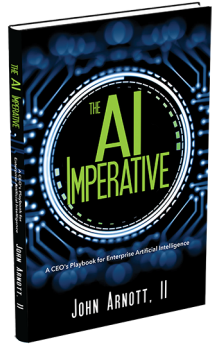
In *The AI Imperative*, Arnott offers a comprehensive guide for executives and business leaders, providing practical frameworks and insights for the successful implementation of AI technologies in their organizations. The book enables enterprises to harness the transformative capabilities of AI to drive innovation,

Written clearly and accessibly, this book serves as an indispensable guide for business leaders, executives, managers, and practitioners looking to leverage AI to transform their organizations. It provides the strategic clarity required to navigate the complexities of enterprise-scale AI implementation, unlock new sources of innovation and efficiency, and position organizations for resounding success in the age of artificial intelligence.
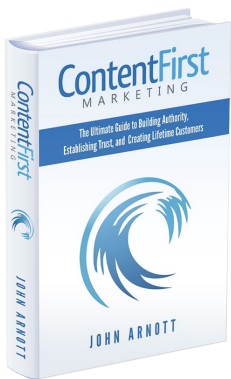
The ultimate guide to building authority, establishing trust, and creating lifetime customers. *Content First Marketing* is your comprehensive guide, meticulously crafted to walk aspiring digital marketers through the core tactics essential for a thriving digital marketing strategy.

Discover answers to questions such as:
- How do I create compelling content that resonates and drives engagement?
- Is Google still a relevant platform for marketing endeavors?
- What constitutes the digital marketing life cycle?
- Which metrics should be measured to ensure the success of your strategy?
- How does content effectively translate into generating new sales?
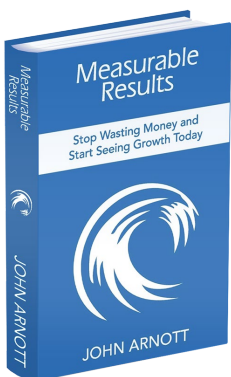
Measurable Results zeroes in on the intricate world of digital marketing. In the book, John dives into the fundamentals of digital marketing, including crafting a compelling online presence, converting potential customers, and fostering a successful brand community. However, the true value lies in the art of measuring results.

With a wealth of data available to digital marketers today, mastering data collection and interpretation is key to optimizing your marketing budget. Regardless of your company's size or budget, the goal is to maximize results while minimizing costs. This requires measuring your marketing results to identify what strategies work effectively. This book shows you how.