SPEAKER · EXECUTIVE ADVISER · PRACTITIONER

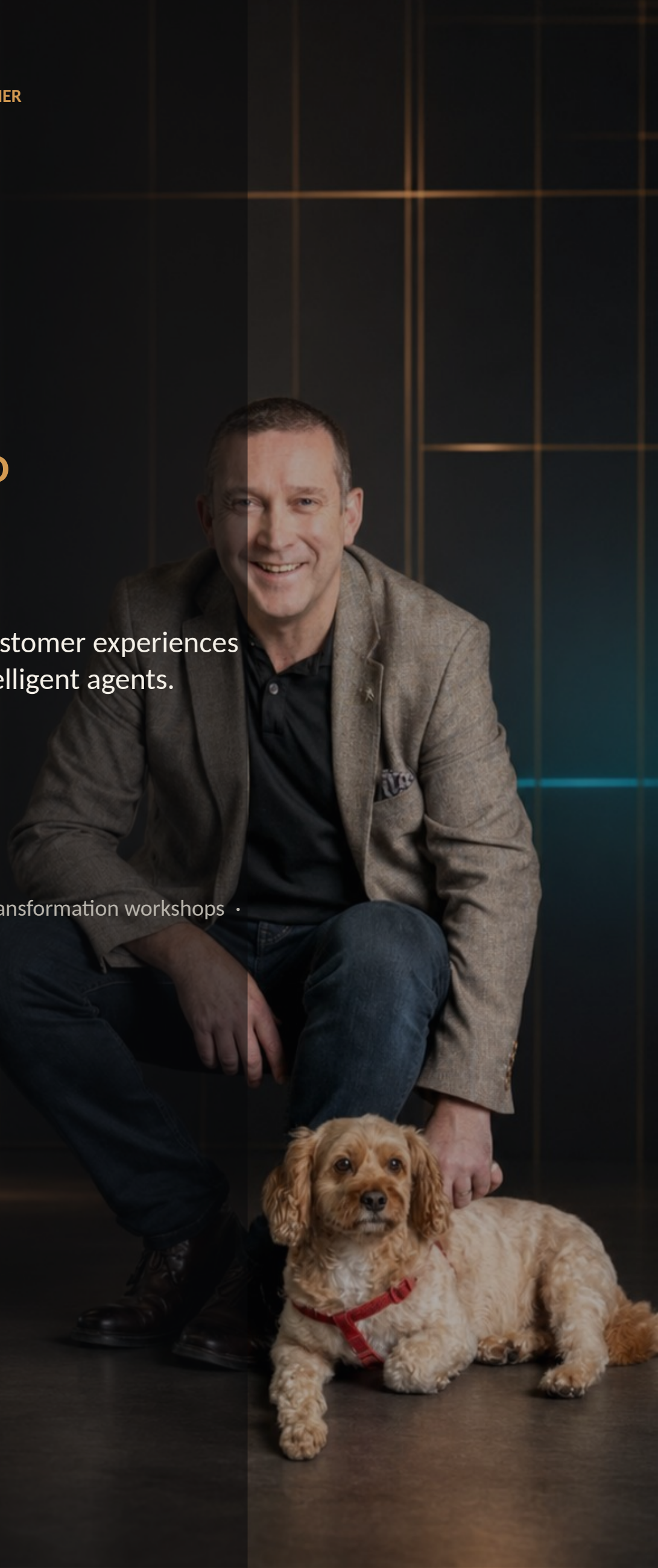
# SIMON ELLIS

## THE ORCHESTRATED ENTERPRISE

Redesigning enterprises, customer experiences and work for the age of intelligent agents.

Keynotes · Executive briefings · Transformation workshops · Strategic advisory

2026



# A practitioner’s view of the AI-shaped enterprise

Simon Ellis is an executive technology and AI leader with more than 25 years’ experience turning strategy into investable transformation across retail, veterinary healthcare, insurance, digital, logistics, energy and defence.

> **The opportunity is not simply to automate more work. It is to redesign how enterprises operate, how people lead and work, and how customers buy and receive service.**

**25+**

years spanning AI, architecture and transformation

**£200m**

technology portfolios governed

**340k**

users reached through global transformation

**Board-level adviser · Enterprise architect · Technology founder · Industry speaker**

KEYNOTES AND EXECUTIVE SESSIONS

# Six ideas for the age of intelligent agents

01

## THE ORCHESTRATED ENTERPRISE

How organisations must evolve when software can understand, decide and act.

02

## RETHINKING WORK: THE HUMAN–AGENT ENTERPRISE

How leadership, roles, skills and accountability change when colleagues and agents work together.

03

## AGENTIC COMMERCE

What happens when customers delegate discovery, decisions and purchasing to intelligent agents.

04

## AGENTIC SERVICE

How service moves beyond answering questions towards understanding situations and resolving outcomes.

05

## THE ARCHITECTURE PIVOT

Why architecture must move from documenting systems to shaping intelligent action.

06

## GOVERNING APPROPRIATE AUTONOMY

How leaders can balance speed, authority, accountability and human judgement.

FORMATS

Conference keynotes · Leadership off-sites · Board briefings · Panels · Podcasts · Facilitated conversations

RETHINKING WORK

# The future of work is the redesign of work

AI will not simply make today's roles more productive. It will change how work is decomposed, allocated, coordinated and governed.

| | TODAY | EMERGING MODEL |
|---|---|---|
| 01 | People operate systems | People collaborate with agents |
| 02 | Work is organised into tasks | **Work is organised around outcomes** |
| 03 | Roles follow fixed processes | Human–agent teams adapt to situations |
| 04 | Managers supervise execution | **Leaders set intent, authority and guardrails** |
| 05 | Technology supports decisions | Agents participate in decisions and action |
| 06 | Productivity measures activity | Performance measures outcomes, judgement and trust |

**THE LEADERSHIP TASK**

Define what remains distinctly human, where agents may recommend, decide or act, how authority and accountability work—and which skills create trust.

PROOF IN PRACTICE

# Credibility built through delivery—not prediction

## SEVEN-FIGURE

annual value from an enterprise autonomous fraud agent, with substantially reduced investigation effort.

## WORLD-FIRST

delivery on Microsoft's agentic AI platform for enterprise fraud detection, featured in a global keynote and campaign.

## TOP 30

Retail Disruptor and Innovator of 2026, recognised by the Retail Technology Show.

## $1bn

global Microsoft cloud transformation spanning 400+ application migrations across EMEA, Asia and South America.

**Also recognised as an "Agentic Pioneer" in two published AI leadership books by Pascal Bornet.**

SELECTED STAGES AND APPEARANCES

# A trusted voice in the conversations shaping enterprise AI

01

## MICROSOFT WORLD TOUR · LONDON

Pets at Home's autonomous fraud agent featured in Microsoft's CEO keynote and subsequently in a global Copilot agent campaign.

02

## SALESFORCE UK AI CENTRE OPENING

Panel contributor on AI adoption, enterprise transformation and moving from experimentation to business value.

03

## LONDON TECH SHOW

Panel discussion covering autonomous agents, conversational brand identity, customer experience and meaningful measures of AI value.

04

## RETAIL & TECHNOLOGY FORUMS

Invited speaker for retailer, executive and technology audiences on the GenAI journey, future retail, enterprise architecture and agentic transformation.

**Available for conferences, leadership events, panels, podcasts and private executive sessions.**

THOUGHT LEADERSHIP

# A clear point of view on what comes after digital transformation

## THE ORCHESTRATED ENTERPRISE

**How to design, lead and govern organisations in the age of intelligent agents.**

The Orchestrated Enterprise provides the umbrella: one connected argument about organisational design, human work and customer relationships when intelligent agents become active participants.

01

### ENTERPRISE

Operating models · architecture · world models · governance

02

### WORKFORCE

Leadership · roles · skills · human orchestration · trust

03

### CUSTOMER

Agentic commerce · agentic service · experience · relationships

**Together, these themes connect strategic transformation to the everyday realities of leadership, work, buying and service.**

WAYS TO WORK TOGETHER

# Four formats—from provocation to practical progress

| | | |
|---|---|---|
| KEYNOTE | A compelling, tailored perspective for conference or corporate audiences. | 30–60 minutes |
| EXECUTIVE BRIEFING | A candid, evidence-led discussion connecting external change to your strategic agenda. | 60–90 minutes |
| HUMAN–AGENT WORKSHOP | A facilitated session to redesign work, roles, decision rights, skills and leadership practices around intelligent agents. | Half or full day |
| STRATEGIC ADVISORY | Independent support spanning AI strategy, operating models, architecture, customer transformation and governance. | By engagement |

Every engagement is shaped around the audience, strategic context and outcome required. Fees and travel are agreed by proposal.

DESIGNED FOR DECISION-MAKERS

# What audiences leave with

01

## A SHARED LANGUAGE

A practical way to discuss agents, autonomy, orchestration and control without disappearing into technical jargon.

02

## A STRATEGIC LENS

Clarity on where intelligent agency changes customer experience, operations, architecture and leadership.

03

## REAL-WORLD EVIDENCE

Lessons from deploying AI in a complex, regulated, multi-business enterprise—not a laboratory.

04

## A PATH TO ACTION

Concrete questions, decisions and next steps appropriate to the organisation’s level of maturity.

**Suitable for boards, executive teams, architecture and technology leaders, transformation communities and retail audiences.**

START A CONVERSATION

# Bring a practitioner’s perspective to the room.

**Keynotes · Executive briefings · Workshops · Advisory**


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Engagements and fees by proposal.



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