

RECODED.

Upgrade your business DNA with AI.

A KEYNOTE BY SUSAN FREW, CSP / GOOGLE AI CERTIFIED /
INC 5000 CEO

*The keynote, the framework, and the practical
AI playbook for leaders who would rather
rewrite the business than be rewritten by the
market.*

SUSAN FREW.

AI keynote speaker. Google AI Certified. INC 5000 CEO. Former Fortune 20 General Manager.

CSP • TEDX • ESPN RADIO
LINKEDIN ASIA AI THOUGHT LEADER,
2025
3,000+ HOURS OF AI TRAINING

THE PROMISE

Your audience leaves with a working AI playbook, a custom Agent built for your event, and the guts to use it.

2026 Demo Reel

FIG. 01

HEADSHOT



RECODED

Upgrade Your Business
DNA with AI

SIGNATURE KEYNOTE

RECODED.

Upgrade your business DNA with AI.

A business does not need to adopt AI. It needs to be rewritten by it. Susan walks leaders through the four-move Recoded framework (Assess. Automate. Amplify. Align.) Audiences leave with a one-page diagnostic, three automation wins they can use in thirty days, and a shared vocabulary their team will use.

3,000+

HOURS AI
TRAINING

535%

GROWTH, INC
5000

43

INDUSTRY
AWARDS

98%

REBOOK
INTENT

3700

AUDIENCE
REVIEWS

FEATURED TESTIMONIAL



*Susan delivered an outstanding presentation on AI, seamlessly weaving in Compete on Awesome, Not on Price. **Her dynamic delivery and expertise made complex AI topics accessible**, leaving the audience empowered to think differently about AI's role in their organizations.*

HTSA AUDIENCE FEEDBACK / OCTOBER 2025 / 227+
RESPONSES • 98% REBOOK INTENT

3,608 REVIEWS AND COUNTING

AUDIENCE FEEDBACK



FORMATS & PROGRAMS

01 / FORMAT

Keynote

45, 60 or 90 minutes.
Custom GPT built live on stage.

02 / FORMAT

**On-Site
Convention**

Multi-day. Keynote, emcee, and roving advisor.

03 / FORMAT

**Breakout
Training**

75 to 120 minutes.
Smaller room, deeper hands-on.

04 / FORMAT

**Six-Session
Series**

Cohort program across the quarter. Full Recoded build.

05 / FORMAT

**Customized
Programs**

Built around your audience, industry, KPIs.

THE PRE-
CONFERENCE METHOD

No two audiences.

No two talks.

STEP 01

SURVEY

Pre-conference audience survey. Every. Time.

STEP 02

SYNTHESIZE

Patterns mapped around the room.

STEP 03

STAGE

Audience hears their questions answered out loud.

FEATURED ON

ESPN Radio • 9News Denver • TEDx • LinkedIn Asia • NSA

SELECT CLIENTS

VERIZON • AT&T • ACCA • FABTECH • HARDI • WWETT • SERVICE WORLD EXPO • THRYV • SERVICETITAN • ICPI • PHCC • JOHN ELWAY DEALERSHIPS • SCORPION • TRIBUTE • 2J SUPPLY • HTSA • S&S PRODUCTS • KANSAS HOSPITAL ASSOCIATION • CHARLES SCHWAB • FORVIS MAZARS • MN CREDIT UNION NETWORK • HANGER ORTHOTICS • NATIONAL SPEAKERS' ASSOCIATION • NUMERICA • ALPINE BANK • ACEC • ASA • ACA • AND MORE

BOOK SUSAN

**RECODE
YOUR EVENT.**

- 01 Check a date.
- 02 Pick a format.
- 03 Susan runs the survey and builds a custom Agent for your event.

susan@susanfrewspeaks.com

VERIFIED AUDIENCE FEEDBACK

Audience members *say.*

More reviews here: [AUDIENCE FEEDBACK](#)

GENERATED BY TALKADOT

· BASED ON 3,608 AUDIENCE FEEDBACK RESPONSES

SAMPLE SIZE

3,608

AUDIENCE FEEDBACK
RESPONSES

- 01 "Knowledgeable, entertaining, and dynamic."
- 02 "Palpable excitement."
- 03 "Thought-provoking and actionable."

“

Susan electrifies audiences by demystifying complex AI concepts with her “*knowledgeable, entertaining, and dynamic*” presentation style. She transforms technical topics into accessible strategies through captivating storytelling and humor, leaving attendees feeling inspired and equipped to implement AI tools immediately. Her “*palpable excitement*” and practical approach empower business professionals to embrace AI without intimidation, making her presentations both “*thought-provoking*” and actionable. Clients seek Susan for her unique ability to blend technical expertise with relatable delivery, helping organizations discover how AI can save them time and money while opening new possibilities.

SOURCE · TALKADOT · SUSAN FREW, CSP

WHY THIS MATTERS

This is not a one-off endorsement. This is the synthesized voice of 3,608 verified audience members who experienced a Susan Frew keynote.

3,608

VERIFIED RESPONSES

AI

DEMYSTIFIED FOR REAL
BUSINESS AUDIENCES

MON

TOOLS YOUR AUDIENCE
USES BY MONDAY MORNING

WHAT YOUR AUDIENCE LEAVES WITH

Three things your audience walks out with. *Every time.*

01 / PLAYBOOK

A WORKING AI PLAYBOOK

Prompting frameworks, automation patterns, and tool stacks that real people use the Monday after the event. No theory. No hype. Handouts for EVERYTHING covered in the event.

02 / CUSTOM GPT

A CUSTOM AGENT BUILT FOR YOUR EVENT

Susan builds a tailored AGENT for every conference and lets the audience play with it live on stage. It goes home with them.

03 / GUTS

THE GUTS TO ACTUALLY USE IT

Permission, momentum, and a thirty-day plan that gets the first three AI wins used before the next quarterly review.

3,000+HOURS AI
TRAINING**535%**GROWTH, INC
5000**43**INDUSTRY
AWARDS**98%**

REBOOK INTENT FORTUNE 20 GM

02

THE MAIN KEYNOTE

RECODED.

PROGRAM OPTIONS

Upgrade your business DNA with AI.

A business does not need to adopt AI. It needs to be rewritten by it. In this keynote, Susan walks leaders through the four-move Recoded framework and shows how to swap duct-tape processes for AI-native ones without blowing up the organization. Audiences leave with a one-page Recoded diagnostic, three automation wins they can use in thirty days, and a shared vocabulary their team will use.

**01 /
FORMAT****Keynote**

45, 60 or 90
minutes.
Mainstage.
Custom GPT
built live.

**02 /
FORMAT****On-Site
Convention**

Multi-day.
Keynote, emcee,
and roving
advisor in one
package.

**03 /
FORMAT****Breakout
Training**

75 to 120
minutes. Smaller
room, deeper
hands-on work.

**04 /
FORMAT****Six-Session
Series**

Cohort program
across the
quarter. Full
Recoded build-
out.

**05 /
FORMAT****Custom
Programs**

Built around your
audience,
industry, and
KPIs.

BEYOND THE STAGE

RECODED. IN THEIR HANDS



Your logo. Your intro. Their book.

Susan's Recoded book, personalized for your event. Your organization's logo on the front cover, your introduction in the opening pages, and a copy in every attendee's hands. The keynote ends in sixty minutes; the book stays on their desk for months — a branded reminder of the day your audience chose to rewrite the business with AI.

01 / COVER

Your Logo

Your brand on the front cover.

02 / INTRO

Your Words

You write the introduction in your own voice.

03 / CONTENT

Recoded

The full framework and AI playbook in print.

04 / REACH

Every Seat

A personalized copy for every attendee.

05 / IMPACT

It Lasts

A desk-side reminder long after the keynote.

WHY SUSAN'S TALKS LAND

No two audiences. *No two talks.*

Susan customizes every program after a pre-conference audience survey. The survey is short. The synthesis is rigorous. The result is a keynote that sounds like it was written for the room because it was. This is the difference between a generic AI talk and a keynote your members will quote in the elevator.

STEP 01

SURVEY

A short, smart pre-conference questionnaire goes to your audience. We learn their roles, their AI fluency, the work they want to automate, and the fear they will not say out loud. Four minutes for them. Everything for us.



STEP 02

SYNTHESIZE

Susan reads every response. Patterns get mapped. Use-cases get prioritized. The custom GPT is built around the actual jobs your audience does, in their actual language. The deck is rewritten, not recycled.



STEP 03

STAGE

Susan takes the stage with examples lifted from the survey. Audiences hear their own questions answered out loud. They leave with a custom GPT, a thirty-day plan, and the rare feeling of having been listened to.

“She gets it. She is the AI speaker who is going to make us look brilliant for booking her.”

WHAT MEETING PLANNERS SAY AFTER THE CALL

RECEIPTS, NOT ADJECTIVES

Trusted by trades, finance associations, healthcare, banking, and the Fortune 500.

FEATURED ON

ESPN Radio · 9News Denver · TEDx · LinkedIn Asia · NSA

SELECT CLIENTS

Verizon	AT&T	ACCA	FABTECH	HARDI
WWETT	Service World Expo	Thryv	ServiceTitan	ICPI
PHCC	Indiana HVAC	CO Women's Chamber	John Elway Dealerships	Scorpion
Tribute	2J Supply	Kansas Hospital	HTSA	S&S Products

"Susan harnesses AI to win on value, not cost. A truly impactful presentation."

HTSA AUDIENCE
FEEDBACK

"Made AI accessible and understandable. Even as a heavy AI user, I still got good ideas."

S&S PRODUCTS
AUDIENCE FEEDBACK

"A great broad introduction to using AI at work. Highly recommend."

KANSAS HOSPITAL
ASSOCIATION

SUSAN FREW, CSP

CSP

CERTIFIED
SPEAKING
PROFESSIONAL, NSA

INC 5000

CEO • 535% GROWTH
• 43 AWARDS

Fortune 20

FORMER GM, TWO
COUNTRIES

Google AI

CERTIFIED •
3,000+ HOURS
TRAINING

TEDx

SPEAKER, ESPN
RADIO HOST,
AUTHOR

LinkedIn

ASIA AI THOUGHT
LEADER, 2025

ESPN

RADIO HOST
COACHING NOT
JUST FOR SPORTS

A keynote speaker who actually *runs the business.*

Susan Frew is the keynote speaker who recodes business DNA with AI. She is Google AI Certified, a former Fortune 20 General Manager over two countries, and the CEO behind an INC 5000 home services company that scaled 535% and collected 43 industry awards along the way.

LinkedIn Asia named Susan an AI Thought Leader after her video on AI agents went viral with 4.5 million views. With 3,000+ hours of AI training and counting, she translates the hype into tools, frameworks, and wins that real people can use on Monday. Her day job runs on AI. Her speaking business runs on AI.

Audiences love Susan because she is a business operator first and an AI expert second. Funny. Direct. Refreshingly free of tech-bro jargon. Her flagship keynote, Recoded: Upgrade Your Business DNA with AI, has been delivered to trades, associations, healthcare, banking, manufacturing, and Fortune 500 teams across North America.

Also known as The Thriftinista. Susan champions bold, budget-smart strategies, the kind that treat AI as an unfair advantage for real people doing real jobs. Grew up in Jersey. Started in NYC. Never lost the habit of telling the truth with a wink.

READY WHEN YOU ARE

RECODE YOUR EVENT.

Three steps. Thirty-minute call. A keynote built for your room.

01

Check a date

Email Susan or visit susanfrew.ai to confirm availability and bureau-friendly terms.

02

Pick a format

Keynote, on-site convention, breakout, six-session series, or fully custom program.

03

Survey & Build

Susan runs the pre-conference audience survey and builds a custom GPT for your event.