RECODED.

Upgrade your business DNA with AI.

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

17
TRADE ASSOCIATIONS IN 3.5 YEARS

3,608
VERIFIED AUDIENCE REVIEWS

98%
REBOOK INTENT

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 over two countries.

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

THE PROMISE

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

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.

17	3,000+	535%	43	98%
TRADE ASSOCIATIONS	HOURS AI TRAINING	GROWTH, INC 5000	INDUSTRY AWARDS	REBOOK INTENT

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 · 3,608 REVIEWS AND COUNTING ON TALKADOT

FORMATS AND PROGRAMS

01 / FORMAT
Keynote
45, 60 or 90 minutes. Custom AI agent 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
Custom programs
Built around your audience, industry and KPIs.

THE PRE-CONFERENCE METHOD

No two audiences.
No two talks.

STEP 01
SURVEY
A short pre-conference audience survey. Every. Time.

STEP 02
SYNTHESIZE
Patterns mapped around the room.

STEP 03
STAGE
Audiences hear their own questions answered out loud.

FEATURED ON

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

SELECT CLIENTS

VERIZON · AT&T · CHARLES SCHWAB · FORVIS MAZARS · 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 · MINNESOTA CREDIT UNION NETWORK · HANGER ORTHOTICS · NATIONAL SPEAKERS ASSOCIATION · NUMERICA · ALPINE BANK · ACEC · ASA · CPIA · AND MORE

BOOK SUSAN

RECODE YOUR EVENT.

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

SUSAN@SUSANFREWSPEAKS.COM

VERIFIED AUDIENCE FEEDBACK

Audience members say.

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. It 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

RECEIPTS FROM THE TRADE SHOW FLOOR

17 TRADE ASSOCIATIONS.

20 talks in three and a half years. And PHCC has booked her 18 times in 10 years.

American Subcontractors Association	
Commercial Painting Industry Association	
NYSPHCC	
PHCC of Louisiana	
ACEC Colorado	BOOKED TWICE
National Association of Flour Distributors	
Minnesota Credit Union Network	
International Nanny Association	
Spring Manufacturers Institute	
Associated Equipment Distributors	BOOKED TWICE
ASA South Carolina	BOOKED TWICE
Texas Association of Convention and Visitor Bureaus	
Kansas Hospital Association	
HTSA	
PHCC National	
Power Sweeping Association	
National Air Filtration Association	

INVITED BACK

18x

PHCC, in the last 10 years

Also booked twice since 2023: ACEC Colorado, Associated Equipment Distributors and ASA South Carolina.

The best review a meeting planner can give is the next booking.

WHY TRADES BOOK SUSAN

She ran a home services company, not a lab. From flour distributors to plumbers to credit unions, she speaks the language of people who run real operations, then shows them exactly where AI fits on Monday morning.

SOURCE: TALKADOT TALK RECORDS, APRIL 2023 TO OCTOBER 2026

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 real people use the Monday after the event. No theory. No hype. Handouts for everything covered.

02 / CUSTOM AGENT

A custom AI agent built for your event

Susan builds a tailored AI 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+	535%	43	98%	02
HOURS AI TRAINING	GROWTH, INC 5000	INDUSTRY AWARDS	REBOOK INTENT	COUNTRIES AS FORTUNE 20 GM

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. Custom AI agent 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
Custom programs
Built around your audience, industry and KPIs.

EVERY PROGRAM TAILORED. EVERY AUDIENCE SURVEYED.

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. Commercial Painting Industry Association members got their own edition in 2026.

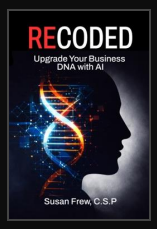
01 / Cover
Your logo
Your brand on the front cover.

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.



ALSO BY SUSAN

Recoded: Transform Your Business DNA with AI, the book behind the keynote. Coming November 10, 2026: **Entrepreneur Aftershock**, co-written with Dr. Sally Spencer-Thomas, CSP.

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. That 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 AI agent 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 AI agent, 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	Charles Schwab	Forvis Mazars	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 Assn	HTSA	S&S Products	MN Credit Union Network	Alpine Bank

"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

17	3,608	98%	18x
TRADE ASSOCIATIONS	AUDIENCE REVIEWS	REBOOK INTENT	BOOKED BY PHCC IN 10 YEARS

SUSAN FREW, CSP

CSP
CERTIFIED SPEAKING PROFESSIONAL, NSA. PAST PRESIDENT, NSA COLORADO

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

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 former CEO of an INC 5000 home services company that grew 535% and collected 43 industry awards along the way.

In the last three and a half years she has spoken to 17 industry trade associations, and PHCC alone has booked her 18 times in the last 10 years. LinkedIn Asia named her an AI Thought Leader after her video on AI agents reached 4.5 million views. With 3,000+ hours of AI training and counting, she translates the hype into tools, frameworks and wins real people can use on Monday.

She doesn't just talk about AI agents. She runs her own business with a team of eleven of them, from Mary, her AI CFO, to Betty, her AI designer, with Susan approving every price and every dollar. 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. Her next book, Entrepreneur Aftershock, co-written with Dr. Sally Spencer-Thomas, CSP, launches November 10, 2026.

Audiences love Susan because she is a business operator first and an AI expert second. Funny. Direct. Refreshingly free of tech-bro jargon.

> *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@susanfrewspeaks.com or book a call at zbooking.us/gH9di. Bureau-friendly terms.

02

Pick a format

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

03

Survey and build

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

AI just got a whole lot more doable.