

# SPEAKER KIT



# EMA ROLOFF

A digital transformation strategist and speaker who helps executives and innovators leverage AI, leadership, and human-centered strategies to drive growth, influence, and meaningful change.

---

# ABOUT EMA ROLOFF

Ema Roloff is Co-Founder and Chief Growth Officer at Roloff Consulting, a recognized digital transformation expert, and host of Leading Change. With a decade of guiding businesses through digital evolution, Ema helps leaders adopt modern strategies to drive growth, build influence, and foster meaningful connections in a digital-first world. She has conducted 300+ expert interviews and earned accolades including AI Journal's Young Tech Leader of the Year. Known for challenging organizations to move beyond outdated approaches, Ema equips executives, innovators, and teams to adapt, lead, and stay ahead in today's rapidly changing business landscape.



Digital Transformation  
Digital Sales  
AI & Business Strategy  
Digital Leadership  
Human-Centered Technology  
Innovation & Change  
Management  
Future of Work

## ANNUAL REACH

**28.4M**

IMPRESSIONS  
ON LINKEDIN

**16.8M**

VIEWS ON  
INSTAGRAM

**15M+**

VIEWS ON  
TIKTOK

**269K+**

VIEWS ON  
YOUTUBE

**2025**



# PEOPLE FIRST: THE KEY TO SUCCESSFUL DIGITAL TRANSFORMATION

**Length:** 45–60 minutes, including Q&A

**Adaptable for:** Various industries

Change is happening in every corner of every organization, but technology implementations, process changes, and organizational shifts often fall short of their goals. This session introduces the Change Management for Everyone framework, a practical approach that helps individuals at every level lead, support, and sustain change with confidence.

## KEY TAKEAWAYS:

- Learn effective change management strategies to guide your organization smoothly through digital transformation.
- Understand the importance of upskilling and digital literacy across all levels, equipping your workforce for a digital-first world.
- Discover techniques to maintain momentum through multi-year initiatives, keeping teams motivated and focused on long-term goals.

# AI WON'T STEAL YOUR JOB, BUT IT WILL CHANGE IT

**Length:** 45–60 minutes,  
including Q&A

**Adaptable for:** Various  
industries

---

AI and automation are reshaping work, but human expertise remains essential. This session explores why skilled people are needed more than ever and how to cultivate the skills that will make employees indispensable in the AI-driven workplace.

## KEY TAKEAWAYS:

- Understand how AI is creating new opportunities and transforming existing roles.
- Learn the top three skills to develop for future-proofing your career.
- Recognize the lasting value of human skills such as empathy, communication, and problem-solving in delivering exceptional results.



SIGNATURE KEYNOTES

# BECOMING THE FAVORITE TEACHER: THE SECRET TO MODERN SALES

**Length:** 45–60 minutes, including Q&A  
**Adaptable for:** Various industries

Today's buyers no longer respond to traditional sales tactics. They want to be educated, challenged, and empowered. This session introduces the Favorite Teacher Framework, transforming sales from transactional to transformational and building trust that drives results.

## KEY TAKEAWAYS:

- Learn how an education-first approach deepens trust with buyers.
- Apply the core principles of the Favorite Teacher Framework throughout the sales cycle.
- Discover ways to differentiate your solution in crowded markets and shorten the sales process.

# BOOKING & CONTACT INFORMATION

For speaking inquiries or to schedule a session with Ema Roloff:

**Email:** [ema@roloff.email](mailto:ema@roloff.email)

**Assistant:** [cess@roloff.email](mailto:cess@roloff.email)

**Speaking Fee:** \$10,000 – \$20,000

**Website:** [emaroloff.com](http://emaroloff.com)

**LinkedIn:** [linkedin.com/in/emaroloff](https://www.linkedin.com/in/emaroloff)





Emma knows how to develop and engage an audience, and the best way to work them into the event so they want to come back for more. I walk away feeling like she helped me present the best of my message and that it actually got through to people thanks to her reach and approach.

**Bryan Falchuk, CEO of PLRB**

Emma is the prow of the ship breaking the ice on how we need to adapt in talking about digital transformation...what it is...what it isn't, tradeoffs, and change management to ensure organizations communicate the "why" internally to chart a course for success and bring their teams/clients along for the journey.

**Scott Thomas, VP of Client Experience at CoreLogic**

PIIB had a wonderful experience collaborating with Emma during our 2024 Annual Convention. Emma's profound understanding of AI/technology, along with her talent for engaging and enlightening the audience, left our participants feeling motivated and wanting to learn more.

**Carrie Lewis, Marketing And Events Specialist of PIIC**

I find Emma's capabilities shine not only while she's on the stage or in front of the camera. Emma's highly organized and creative. Her prep is meticulous and her communication with me along the way was perfect.

**Stacey Brown, President of InsurTech America**

# HIGHLIGHT REELS & VIDEOS



EMA ROLOFF

Watch on  YouTube

Copy link

This is a large video thumbnail featuring a close-up of Ema Roloff speaking. The text 'EMA ROLOFF' is overlaid in the center, with a red play button icon integrated into the letter 'O'. In the top left corner, there is a profile icon and the text 'Ema Roloff | Keynote Speaker Reel'. In the top right corner, there is a 'Copy link' icon and text. In the bottom left corner, there is a 'Watch on YouTube' button with a play button icon.



Watch on  YouTube

Copy link

This video thumbnail shows Ema Roloff on a stage, wearing a blue shirt and tan pants, holding a microphone. A red play button icon is overlaid on the video. The top left corner contains a profile icon and the text 'Ema Roloff | AI and Subsets | Technology & Digital Transformation Conference Keynot...'. The top right corner contains a 'Copy link' icon and text.



Watch on  YouTube

Copy link

This video thumbnail shows Ema Roloff on a stage, wearing a white blazer over a black top, with her arms outstretched. A red play button icon is overlaid on the video. The top left corner contains a profile icon and the text 'Ema Roloff | Soft Skills for the Future | AI, Technology, and Innovation Conference Keyn...'. The top right corner contains a 'Copy link' icon and text.



Watch on  YouTube

Copy link

This video thumbnail shows Ema Roloff on a stage, wearing a blue shirt and tan pants, holding a microphone. A red play button icon is overlaid on the video. The top left corner contains a profile icon and the text 'Ema Roloff- Building a Foundation of Digital Literacy'. The top right corner contains a 'Copy link' icon and text.



Watch on  YouTube

Copy link

This video thumbnail shows Ema Roloff on a stage during a conference. A large screen behind her displays a group of people. To the right, there are large, illuminated letters spelling 'RIS'. A red play button icon is overlaid on the video. The top left corner contains a profile icon and the text 'Ema Roloff | Viral Growth Introduction | Tech & Digital Transformation Conference Key...'. The top right corner contains a 'Copy link' icon and text.

# HIGH-RESOLUTION PHOTOS & VISUAL ASSETS

