

THE INNOVATION SPEAKER

Mario A. Brückner

SPEAKER KIT

Mario A. Brückner.

Keynote speaker on artificial intelligence,
strategy and transformation

FOR PROGRAMME PLANNING, PRESS AND
PROCUREMENT

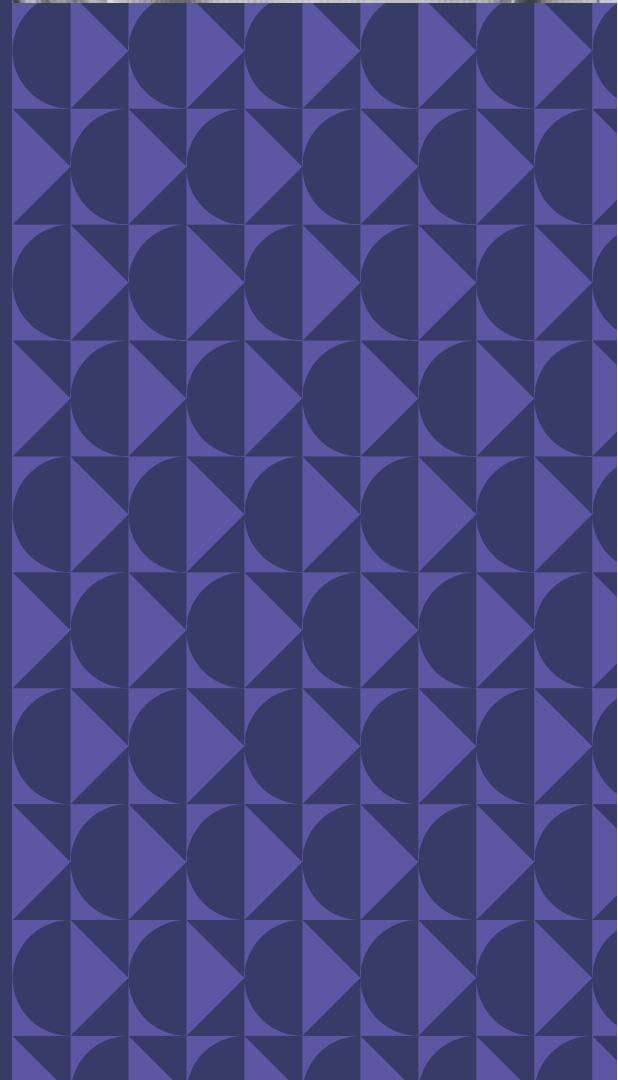
Everything you need for the programme — cleared for
use, without having to ask.

-
- 02 Short bio in three lengths · where he has worked ·
spelling of the name
-
- 03 Six talk titles with abstract and outcome
-
- 04 Formats · technical requirements · booking process ·
invoicing details
-

the-innovation-speaker.com

mail@calade.de · +49 (40) 30239760

CALADE GmbH · empower the power inside.



Short bio in three lengths.

All three versions are cleared for direct use. Correct spelling: **Mario A. Brückner**; in English-language programmes **Mario A. Brueckner**. Role: Founder, CALADE GmbH — not Managing Director.

Short version 25 WORDS

Mario A. Brückner shows leadership teams why AI initiatives stall inside their own organisation — and what leadership has to change. Inventor of the Living Transformation® method, author and entrepreneur.

Medium version 60 WORDS

Most talks about artificial intelligence explain what is possible. Mario A. Brückner explains why it still is not happening inside your own organisation — and what leadership has to do differently. He has rebuilt organisations since 2004, across Europe and in the United States. Out of that came Living Transformation®: a method that anchors change in daily operations instead of running it as a project. Keynotes in English and German, for organisations from 50 to 50,000 employees.

Long version ABOUT 150 WORDS

Most talks about artificial intelligence explain what is possible. Mario A. Brückner explains why it still is not happening inside organisations.

He has not only accompanied change but been accountable for it — with the outcome under his own name. Since 2004 he has been rebuilding organisations, across Europe and in the United States, in organisations from 50 to 50,000 employees: in energy, automotive, telecommunications, industry, consumer goods and finance.

Out of that work came Living Transformation®: a method that anchors change in daily operations instead of running it as a project with an end date. He has written several books about it, built the Agilizer® Academy with more than 200 trainings, teaches Corporate Strategy and Scaled Agility at academic institutes, and has spoken at the SAFe Summit in Denver among others.

Because he remains in live client engagements, his examples come from the current year — including the points where it nearly went wrong.

Where he has worked

This list deliberately sits beside the bio, not inside it — for programmes that ask for a reference line. If you do not need it, leave it out.

E.ON · RWE · Stadtwerke Düsseldorf · Vodafone · Deutsche Telekom · Volkswagen · Audi · CARIAD · Ford · Adidas · Linde · KION Group · Still · European Central Bank

Six topics, one common thread.

All titles and descriptions are cleared for use in your programme. Every talk is tailored beforehand to industry, occasion and the audience's prior knowledge. The highlighted sentence under each topic is the outcome.

01 Why AI transformations fail

and what leadership must now do differently

Technology is rarely the problem. Initiatives stall because the target picture is missing, decision paths are unclear and nobody names who is answerable for a result. The talk shows the recurring fracture points — and the leadership tasks of the first hundred days.

Afterwards your leadership team knows which of the three points their own initiative is stuck on.

02 Artificial intelligence at work and in business

hype, value and reality

An assessment without technical jargon: what can today's AI systems actually do, where is the durable value, and how do you spot an inflated promise? With examples an audience without an IT background grasps immediately.

Afterwards your audience can tell an AI promise from an AI result — without technical knowledge.

03 EU AI Act, governance and liability

which ai risks must be controlled now

Since 2 August 2026 the transparency obligations under Article 50 have applied. At the same time the Digital Omnibus moved the high-risk obligations to December 2027. What that means in practice — and which governance should be built now rather than in 2027.

Afterwards the room knows the three questions to answer before any compliance measure.

04 Megatrends

from a list of trends to your own decision

Demographics, decarbonisation, digitalisation, geopolitical shift: the megatrends are known. Value only appears once an organisation derives its own decisions from them. The talk translates large forces into concrete questions for the business model.

Afterwards your team has three concrete questions for its own business model instead of a list of trends.

05 Living Strategy

holding course and still correcting it

Strategy as a running process rather than a document written once a year that then ages in a folder. How organisations hold course and correct quickly when assumptions turn out to be wrong.

Afterwards your leadership team knows how to notice that an assumption no longer holds.

06 Living Transformation

change that does not start from zero

Change fails reliably when it is treated as a project — with a start, an end and a steering committee. The talk shows how the capacity to transform is built permanently into daily operations.

Afterwards the room is clear on what has to keep running once the project ends.

What you need to sign it off.

Formats

- Keynote of 45 to 60 minutes including questions
- Short-form talk of 20 to 30 minutes
- Half-day workshop of 3 to 4 hours
- Full-day strategy day, ending in a decided plan
- Panel discussion and panel facilitation
- Online keynote and webinar

Technical requirements on site

- Projector or LED wall with an HDMI connection
- Headset or lapel microphone, no handheld
- A connection for his own laptop
- The presentation is supplied in advance as a backup

Four steps to a confirmed date

- Enquiry with date, location, occasion and audience size
- Preliminary call of about 30 minutes on audience and goal
- A written offer — with confirmation the date is fixed
- The engagement, including preparation and follow-up

Contracting party and invoicing

- CALADE GmbH, Naabstrasse 18, 93188 Pielenhofen, Germany
- Regensburg district court HRB 17029
- VAT ID DE320517461
- Invoice after the engagement, travel billed against receipts
- Separate conditions for non-profits, chambers and educational institutions

Photos.

These images are cleared at web resolution for announcements, websites and social media, available at the-innovation-speaker.com/speaker-kit.html. For print we send the originals at 300 dpi with the photographer credit — a short message to mail@calade.de, answered within one working day.



Portrait
800 × 1000



On stage
800 × 1000



Hall with audience
1400 × 599

Date still free?

A date and a location are enough for a first reply — usually within 24 hours.

mail@calade.de

+49 (40) 30239760

the-innovation-speaker.com