



**Dwight Holcomb**

AI KEYNOTE SPEAKER & OPERATOR

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KEYNOTE & INTERACTIVE WORKSHOP

# AI Without the Hype

## The CEO's Practical Playbook for 2026

- Zero product pitch. Zero selling from the stage. Pure education.

Every CEO is told AI will change everything. Few have seen a company actually run on it. This working session turns AI from an anxious agenda item into a short list of moves your group can make this quarter. Built for peer discussion. No jargon, no fear, no pitch. Dwight is an operator who runs his own company on a team of AI agents, so the content comes from real systems, not predictions.

### — WHAT YOUR GROUP WALKS AWAY WITH

- 01 A simple ROI lens**  
Score any AI opportunity in minutes so the right projects get funded.
- 02 Hype versus leverage**  
Tell a real productivity gain from a slick demo, fast.
- 03 The four expensive mistakes**  
How companies burn AI budget, and the guardrails that prevent it.
- 04 Your leverage map**  
The jobs in your own business an agent can take on now.
- 05 Top three moves, written down**  
Three things to do next quarter, with owners and a number to watch.

### — HOW IT RUNS

- **90-minute interactive workshop**  
(about 60 minutes content plus discussion)
- 45-minute keynote option
- In person or virtual
- Customized to the room after a short prep call

### — WHO IT IS FOR

- CEOs, presidents, and owners
- Any industry, non technical by design
- Ideal for Vistage, EO, YPO, and CEO roundtables

*Ranked number one in engaging the audience at our C-level conference.*

**Daniel Tan, Asia Insurance Review**

*Feedback ranked his presentation highest in engaging the audience.*

**Ron Berg, Executive Director, ACT**

*The feedback was extremely positive on his content and expertise.*

**Lucy Allard, UCLA Anderson**

Endorsed by leaders from **Sony Pictures Television, DocuSign, Mattel, Atari, Boingo Wireless**, and the **C-Suite Network**.

**About Dwight.** CEO of HC Development and founder and lead developer of SalesSpark AI, the platform his own company runs on. Bestselling author of *The Lean CMO* and *The AI Sales Architect*, Forbes Business Council member, host of *SaaS CEO Success TV*, and President of the UCLA Anderson Alumni Board. He builds and runs real AI systems across sales, marketing, operations, and support, which is why CEO audiences trust the talk.

**Bring this to your group.**

Pick a date and tell me about your members. I tailor the session to the room.

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