

ABBIE WHITE



Keynote Speaker. Growth Strategist.
Executive Advisor.
Creator of **The Growth Paradox.**

ABBIE-WHITE.COM

When you book Abbie,
you get **more than a
keynote.**

Abbie delivers revenue growth for businesses embracing the AI age, measured in record-breaking months post-session.



One AI workflow that previously took weeks now runs in under an hour. Another client achieved **\$9 Million** net new pipeline in 30 days. Brands she has worked with have achieved over 2000% ROI on lead generation campaigns. **Her clients leave more than energised; they leave executing.**

Abbie White is a keynote speaker, growth strategist, and executive advisor navigating the line between AI acceleration and human advantage for revenue teams.

Working with businesses every week, she sees the patterns of where the **growth opportunities** and risks are across the revenue and partner ecosystem — a rare, real-time view she brings to every client. **Everything you hear on stage has been tested in today's market.**

Her signature keynote, **The Growth Paradox: Human + AI**, challenges teams to identify which growth lever to pull (AI or human advantage) and when. Because in the right context, each accelerates revenue, but in the wrong one, each can be damaging.

Abbie is trusted by **ASX 200 and Fortune 500 brands** including HPE, Cisco Meraki, Fortinet, Commonwealth Bank of Australia, Deloitte Digital, and Telstra.





Abbie has unlocked
\$500M+ in revenue &
multimillion-dollar
outcomes for her clients.

Abbie's Credentials at a Glance

International expertise

Has lived and worked across APAC, the UK, USA, and Switzerland.

Former IBM National Sales Manager

Growing a \$100M business unit.

Founder & CEO

Of ROI-driven growth transformation company Sales Redefined.

Trusted by world leading IT brands

Including HPE, Dell, IBM, & Cisco Meraki.

Over \$500M in revenue and over 2000%+ ROI

Unlocked for clients globally.

Record results

Clients achieve record months and pipeline milestones within 30 days of working with Abbie.

Thought Leader

LinkedIn Top Voice, Forbes Australia and CEO Magazine contributor.

2025 Spotify Rising Star Podcast Host

With the REV UP Rebellion Podcast.

Abbie's Keynote & Workshop Topics

TOPIC #1

The Growth Paradox: Human + AI



TOPIC #2

Leading Through the Pace of Change



TOPIC #3

The Future of Sales, GTM & Growth in the AI Era



TOPIC #4

The Sales & Growth Execution Gap



TOPIC #5

Growth Through Ecosystems



Watch Abbie in Action

SPEAKER SHOWREEL ON
ABBIE'S WEBSITE

Clients & Industries Abbie Has Worked With

Delivered across  UK  Australia  New Zealand  Singapore  Fiji

IT, TECHNOLOGY, SAAS, & TELCO



HEALTH & PHARMACY



FINANCE, MORTGAGE BROKING, REAL ESTATE, & INSURANCE



PROFESSIONAL SERVICES



ENERGY & ELECTRIC



RECRUITMENT



DIRECT SELLING



FRANCHISE MODEL



Abbie was definitely the STAR of the show. She hit the mark between **future thinking** and **pragmatism**.

 **CATER CARE** 



Abbie's Signature Process

PRE-EVENT

Discovery & Growth Diagnostic

Abbie goes far beyond a briefing call. She surveys the team, runs a leadership session, and delivers a tailored Growth Diagnostic before your event. This is what your keynote/workshop is built from.



"What sets Abbie apart is the time she invests making sure content is aligned with your strategic objectives."

LIFT BRANDS
ELEVATED WELLNESS COMPANIES



DURING EVENT

Customised Keynote or Workshop

Practical, energising, interactive, and grounded in real-world evidence, Abbie's sessions are built specifically for your business. Clients consistently say Abbie delivers the best sessions of their kind they have attended.



"This was my first conference where I have not heard historical content being repeated and learnt something."

EnerSys
Power/Fuel Solutions™



POST-EVENT

30-Day Execution Challenge

An optional structured challenge that embeds the frameworks and drives measurable commercial outcomes long after the event ends.



"Follow Up Friday is the best thing that ever happened to us – equated to our highest month on record."

WOW
recruitment happy



Abbie's Keynote Topics

All topics can be delivered as a keynote or workshop, fully customised for your audience, your industry and your priorities.

1 The Growth Paradox: Human + AI

AI and human advantage are both growth levers. Both can accelerate your revenue... *and* both can damage it. The difference is knowing which one to pull, and when.

Here is the paradox: If we don't lean into AI, we risk falling behind competitors who are already going AI-native. However, using AI where we shouldn't risks losing the human connection that drives loyalty and growth.

The organisations winning right now are the ones who know how to *rethink, adapt and execute to seize growth opportunities* when everything keeps changing at speed.

- **Rethink, unlearn.** Challenge assumptions, let go of what no longer works.
- **Think like a scientist.** Test, iterate and experiment at speed.
- **Adapt.** Adapt as an advantage, before others move.
- **Execute.** Develop the habits that drive execution amongst the noise.

KEY TAKEAWAYS:



Identify the **AI-age growth opportunities** in your business and market



Know exactly where **AI** accelerates commercial results, and where **human advantage** is the competitive edge



Build the **high-performance habits** that separate teams who execute from teams who just plan



Watch the Growth Paradox Teaser

VIDEO ON ABBIE'S WEBSITE

2 Leading Through the Pace of Change

The pace of change is not just a business challenge; it's a leadership challenge. Geopolitical uncertainty, AI disruption and relentless commercial pressure are converging in a way that is testing even the most experienced revenue leaders.

**The market no longer rewards the best strategy.
It rewards the **fastest and most focused execution**.**

In today's market, leaders who are successfully navigating the environment are **making deliberate choices** about where to focus. They can identify the signals vs the noise and are protecting their team's ability to execute at all.

Abbie brings real-world intelligence and proven frameworks to lead and execute in a market where disruption has become the norm.

KEY TAKEAWAYS:



Gain a clear framework for **leading teams through disruption** without losing momentum or causing burnout



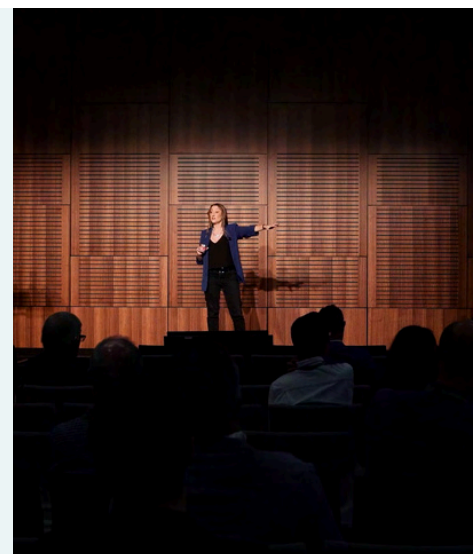
Learn how to **prioritise ruthlessly when everything feels urgent** and your 'what NOT to do' list matters more than ever



Discover the **leadership habits** that separate high-performing teams from those stuck in reactive mode



Abbie is a powerhouse speaker and strategist. Her ability to **translate complex challenges into clear, actionable strategies** is exceptional, and her keynote was one of the standout moments of the event.



3 The Future of Sales, GTM & Growth in the AI Era

Buyer behaviour, client expectations, AI adoption, and GTM models are all shifting at once, and most revenue strategies haven't kept pace.

The rules of sales, GTM, marketing and growth have been **rewritten**.
A 2025 playbook won't work in today's market.

- **Megatrends.** Identify the shifts reshaping buying behaviour and where the real commercial opportunities lie.
- **Buyer behaviour.** Millennials and Gen Z now make up the majority of buyers. Understand how they buy and what actually earns their trust.
- **AI in revenue.** Know where AI is driving growth vs damaging your brand.
- **GTM evolution.** Build a go-to-market model that fits today's market.

KEY TAKEAWAYS:



Spot the **megatrends** reshaping your market



Know where **AI** accelerates revenue...
and where it erodes trust



Gain a practical roadmap to **evolve your sales and GTM strategy** and stay ahead in the AI era



Abbie's session was highly tailored and uncovered **what/how we needed to change** to meet future market shifts. Our team walked away with a solid strategy and **we're confident it will return a solid ROI.**



4 The Sales & Growth Execution Gap

Only **11%** of GTM teams consistently operate against their own strategy (Forrester).

In the AI era, knowing what to do has never been easier.
Actually doing it has never been harder.

Most organisations have the strategy right. The gap is in execution, and this gap is **wider and more costly** than many teams appreciate.

The businesses who will succeed in today's fast-paced market are those who can execute amongst the busyness and competing demands.

They recognise the **signals over the noise**.

KEY TAKEAWAYS:



Close the knowing-doing gap and **turn strategy into measurable results**



Reclaim proactive time and **remove the execution blockers** draining your team



Equip your team with the high-performance habits that make sellers **2x more likely to exceed quota**



I cannot recommend Abbie highly enough. If you need to **reignite the energy** in your business and **get your team focused** on the right activities, Abbie is definitely the person to do it.



Gallagher 



5 Growth Through Ecosystems

Most organisations are chasing new growth while their most powerful lever is not maximised to its full potential: **their own ecosystem.**

Abbie has worked hands-on across **franchise networks, technology vendors, distributors and channel partners** for more than two decades.

She understands both sides of the relationship and designs sessions that build real capability, activate commercial momentum and drive growth across the whole channel ecosystem.

Whether your audience is a room of franchisees, or partner summit, this session is built to uncover potential, uplift capability and align your ecosystem for growth.

KEY TAKEAWAYS:



Understand **why most partner strategies fail** to translate commercially



Build **genuine sales and GTM capability** that shows up in commercial results



Discover practical strategies to **align and activate your ecosystem** to drive sustainable growth

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Abbie is an **outstanding GTM expert**. She has helped us activate a wider range of partners and create more opportunities. We're **seeing consistent engagement month after month** and stronger collaboration.





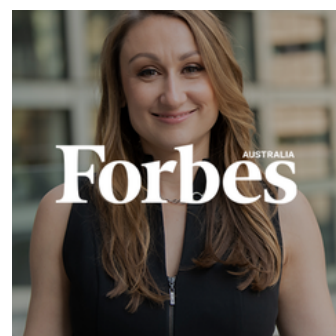
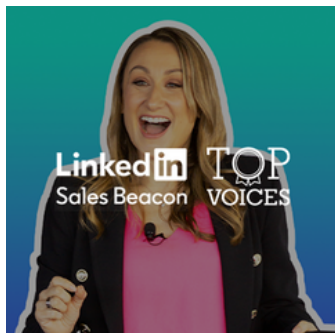
An exceptional speaker who delivers. **Abbie's energy is infectious, keeping everyone engaged.** Her keynote was packed with insights that attendees could immediately implement. One salesperson with 20+ years of experience called it **the best session of its kind he had attended.**



After our discovery call, we knew Abbie would be a great speaker for our conference – but **we got more than what we were ever expecting.**



Abbie Has Been Featured In:



WEBSITE
abbie-white.com



CALENDLY
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