

# Dave Birss

Dave Birss is one of the world's most engaging voices on Generative AI, creativity and innovation. As co-founder of the GenAI Academy, bestselling author and internationally acclaimed keynote speaker, he helps organisations cut through the hype to understand how AI can create genuine business value.

With more than a million learners having completed his online courses, Dave is one of LinkedIn Learning's most popular AI instructors. His first Generative AI course attracted over 100,000 learners and quickly became one of the platform's highest-rated programmes, thanks to his unique ability to explain complex ideas with clarity, humour and practical insight. Today, he continues to educate business leaders and professionals around the world on how to use AI responsibly, creatively and effectively.

Dave is the author of the Sensible AI Manifesto, which champions a practical, ethical and human-centred approach to AI adoption. Rather than focusing on hype or fear, his work helps organisations develop strategies that maximise the benefits of Generative AI while protecting what matters most - people, creativity and trust.

Before becoming one of the leading educators in AI, Dave spent more than two decades in advertising and marketing as a Creative Director at agencies including OgilvyOne London and McCann Worldgroup. That experience, combined with his deep understanding of technology, enables him to bridge the gap between creative thinking and AI-powered innovation.

He is the bestselling author of several influential books, including How To Get To Great Ideas, A User Guide To The Creative Mind, Iconic Advantage and Friction. Alongside his speaking and teaching, Dave advises Fortune 500 companies and global brands on implementing Generative AI in ways that improve productivity, inspire innovation and deliver sustainable competitive advantage.

Known for his energetic, witty and highly interactive presentation style, Dave combines live demonstrations, compelling stories and practical frameworks that audiences can immediately apply. Whether speaking to executives, business leaders or creative teams, he leaves audiences informed, inspired and equipped to embrace the opportunities of AI with confidence.

## Popular keynote topics include:

- The Sensible Approach to AI
- Generative AI for Better Ideas
- Mastering Generative AI: Getting Better Results
- AI Strategy for Business
- Ethical AI
- Creativity vs Technology
- Boosting Team Creativity
- Innovation and Creative Thinking
- Using Friction to Add Meaning

