

# Ayelet Baron

Founder at [ayeletbaron.com](http://ayeletbaron.com)

Powell River, BC, CA

Futurist. Keynote Speaker and Author.

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## Description

Ayelet connects people and ideas as an international speaker, innovator and writer. She helps leaders find ways to ignite people and organizations to gain a 21st century edge. An early technology adopter, she was using Flipboard when most people were discovering Facebook.

Today Ayelet is at the forefront of fixing what's broken in business to create healthy organizations. As CEO of her second company, Simplifying Work, she is focused on pioneering more people-centered ways to work that leverage the integration of technologies that connect people, collaborate, partner and innovate.

Ayelet spent more than a decade climbing the corporate ladder at tech giant, Cisco Systems. Prior to launching Simplifying Work, she was the chief strategy officer for Cisco Canada. Her leadership propelled Canada from the sixth to the second largest revenue generating country for Cisco at nearly \$2B. During her Cisco tenure she worked in Emerging Markets and IT, masterminding global sales, mobile health, organizational transformation, web enablement and go-to-market strategies. Earlier in her career she directed change initiatives for Fortune 500 companies, launched a market research company and conducted public opinion polls for The Globe and Mail.

Ayelet speaks regularly at industry conferences and to leaders and work teams about innovation, online communities, generations at work, the future of work and global business strategy. She also works with youth in Africa, helping them change their destiny by using social media tools.

In 2013 Ayelet co-founded Creatingis, a movement to enlist a new breed of leaders who are making a difference in their communities with Tim McDonald, former director of community at the Huffington Post. Ayelet finds opportunities to connect people to make a difference every day.

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## Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## Industry Expertise

Social Media, Media - Online, Philanthropy, Business Services, Market Research, Public Relations and Communications, Women, Talent Management, Corporate Leadership, Non-Profit/Charitable

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## Topics

How Collaboration Can Change the World, Social Business: Hype or Leadership, The Multi Generational Workplace, The Future of Work, Leading By Example, Global Virtual Work Teams, Tapping in to Real Innovation in Radical Times, Social Media 101: Technology as A Business Enabler

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## Affiliations

<http://www.fusethebook.com/>, <http://ciscocanada.wordpress.com/author/ayeletbaron/>, [slideshare.net/ayeletb](http://slideshare.net/ayeletb),  
<http://opinionpost.com>

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## Sample Talks

### How Collaboration Can Change the World

<http://vimeo.com/25417112>

<http://www.linkedin.com/in/ayeletbaron>

### The Future of Business: Why Having an Ignited Workforce and Communities Matters More Than Ever

In this session we cover the future of business and why leaders have a huge opportunity to integrate communities into their business. We focus on how organizations can more easily streamline work and create two-way communication channels for employees, customers and partners. We will be talking about connected work instead of the latest technology, tool or app and giving real world examples of what works and what fails.

### The Future of Work

Key trends in the future of work and why organizations need to prepare to evolve their practices.

<http://www.slideshare.net/ayeletb/unlocking-the-future-of-work-dont-let-the-future-happen-to-you>

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## Past Talks

### Title

IABC Southern Region (<http://2011.iabcsoreg.com/>)

### Title

Closing Keynote Speaker, How Collaboration Can Change the World, NetChange MARS  
(<http://netchangeweek.ca/events/schedule/closing-keynote-ayelet-baron/>)

### Title

Women and Social Media, Federated Press

### Title

Enterprise Digital Strategy Panel, KM World 2010  
(<http://www.kmworld.com/kmw10/speaker.aspx?Speaker=AyeletBaron>)

### Title

Internet Innovation Panel, Legatum Center for Entrepreneurship, MIT (<http://legatum.mit.edu/conference2009>)

### Title

Executive Roundtable on Implementing Strategy, Strategic Leadership Forum  
(<http://strategicleadershipforum.camp9.org/>)

## **Social Media and Storytelling**

Business4Better

## **The Future of Work**

85 Broads

## **The Future of Work**

Workhacker Summit

## **Hacking Work Business Unusual**

SxSW

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## **Education**

### **Hebrew University of Jerusalem**

MA Political Science

### **York University**

BA Political Science

### **University of Toronto**

ABD Political Science

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## **Testimonials**

### **Carine Schneider**

Ayelet was a keynote speaker at our first Women's Equity Compensation Forum in November, 2012. She did an excellent job communicating the power of social networking through storytelling and encouraging the attendees to move out of their comfort zone and try new tools that could enable them to accelerate their career and their business network. The evaluations for Ayelet were glowing and are an excellent indicator that Ayelet is someone who makes a difference.

### **Amy Damianakes**

Ayelet is one of the most brilliant thinkers I know. She combines strategic insight with a deep understanding of sales, global business, communications, change management, employee engagement and social media to deliver sound, sage advice. A masterful speaker and facilitator, she will impress any audience and ensure that meetings get results. Her rich mix of skills, global perspective and systems thinking distinguish her. The value she delivers is worth every penny

## **Victoria Harres**

Ayelet Baron has her roots in coaching and mentoring and at the Business4Better conference last week she coached an audience of nonprofit and business executives to think beyond “likes”™ and retweets. Urging everyone to think first about human relationships and real business goals. When you are planning your social media strategy, you should focus on the communities you want to build rather than thinking about tools that may help you get there. Sage advice.

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