



MENNO LANTING

AI speaker, author, and advisor. An authority on AI, leadership, and digital transformation. Book Menno Lanting as a speaker and moderator through Assembly Speakers.

Categorie

Artificial intelligence [AI], Trends, Management & Leadership

Type

Expert | Thought leader, Business leader | Entrepreneur

Inzetbaarheid

Moderator, Keynote speaker, Breakout session

Talen

English, Dutch

Afkomstig van

The Netherlands

Biografie

- Menno Lanting helps boards, executives, managers, teams, and employees turn the AI revolution into practical strategic decisions. His keynotes focus not on technology or tools, but on AI's impact on leadership, collaboration, the future of work, and value creation. His insights are grounded in more than 25 years of advisory experience and over 2,000 keynote presentations.

AI Is a Leadership Challenge, Not a Technology Challenge

While many AI speakers showcase the latest tools and applications, Menno deliberately takes

a different approach. Through his work advising organizations every day, he has found that AI initiatives rarely fail because of technology. Instead, they stall because of leadership decisions, unclear responsibilities, organizational change, and the willingness to abandon outdated ways of working. These are the questions that matter most—for executive teams as well as the employees expected to work with AI every day. Those are the issues his keynotes address.

More Than 25 Years of Executive Advisory Experience

For over 25 years, Menno has advised executive teams, business leaders, HR, and marketing and communications departments on AI strategy and digital transformation.

For his books, he has interviewed hundreds of CEOs, executives, and entrepreneurs around the world, including leaders from NASA, Google, Philips, Apple, LEGO, Spotify, Telefónica, Airbnb, Netflix, and WWF. Earlier in his career, he worked at the Dutch leadership institute De Baak and founded several internet ventures.

From 2013 through 2021, Menno served as Chair of the Jury for the Dutch BI & Data Science Award, evaluating the Netherlands' leading data-driven organizations for eight consecutive years—well before the rise of generative AI. The role gave him firsthand insight into what successful data-driven transformation truly requires.

Thirteen Books, More Than 250,000 Readers
Connect! was named Management Book of the Year 2011 and remains one of the ten best-selling Dutch-language management books of all time. For Oil Tankers and Speedboats, Menno interviewed leaders from 100 innovative organizations worldwide to explore how established companies can reinvent themselves. His 2021 book Escaping the Transformation Swamp has become the Dutch reference work on why digital transformation initiatives so often fail.

In 2025, he published 20 Questions & Answers About AI, which examines the organizational and leadership implications of artificial intelligence rather than its technical capabilities.

Digital Menno: Putting AI to Work in His Own Practice

In 2024, Menno launched Digital Menno, an AI-powered dialogue system trained on his own books, articles, and keynote content.

The project has given him something no theory can provide: firsthand experience with what AI can—and cannot—replace in advisory work, which questions people still prefer to ask a human expert, and where AI delivers meaningful productivity gains. These practical lessons are woven directly into his keynote presentations.

Trusted Voice on AI and Digital Transformation

Menno is a frequent expert commentator for leading Dutch business and national media, including MT/Sprout, BNR News Radio, CHRO.nl, CFO.nl, Het Financieele Dagblad, NRC, and de Volkskrant. In 2022, he wrote a regular column for MT/Sprout on AI and digital transformation, helping business leaders navigate one of the most significant shifts in modern management.