Uplida

SPEAKING + EXPERT CONVERSATIONS

Lan Le

FOUNDER & PRINCIPAL, UPLIDA

Ideas worth bringing into the room.

Lan Le connects market strategy, technology, customer experience and execution so leaders leave with sharper questions, clearer choices and practical next actions.

SIGNATURE TOPICS

01 / AI READINESS

AI without the theater

Practical AI readiness, adoption and responsible execution for leadership teams.

02 / CONNECTED SYSTEMS

MarTech as a growth system

How data, platforms, customer experience and operations must work together.

03 / COMMERCIAL ACTION

Marketing That Actually Produces Revenue

Choosing channels, messages and measures that connect marketing activity to business outcomes.

04 / MARKET AUTHORITY

From expertise to market authority

Market position, digital authority, complex buying journeys and commercial momentum.

BUILT FOR

FOUNDERS & EXECUTIVES

Growth and market change

MARKETING & TECH LEADERS

Connected decisions

INVESTORS & INDUSTRY GROUPS

Informed perspective

WHAT AUDIENCES LEAVE WITH

Sharper questions. Clearer choices. Practical next actions.

The goal is not more information. It is a clearer operating path and a stronger connection between what the market sees and what the organization can deliver.



ABOUT LAN

A former systems engineer with 20+ years connecting market strategy, technology, customer experience and execution, Lan works where the market-facing story and the operating system meet. Her enterprise experience spans dentsu, IPG and Omnicom.

FOUNDER EXPERIENCE

20+ years connecting strategy and execution

350+ clients across industries and growth stages

$15B in new-business opportunities supported

25+ acquisitions and integrations supported

ENGAGEMENT FORMATS

- Presentation or keynote
- Moderated Q&A
- Open forum or executive discussion

Bring the right question into the room.

uplida.com/speaking

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Headquartered in Little Rock. Available nationwide.