



2026 EXECUTIVE SPEAKER PROFILE

WENDY ZVEGLIS

AI TECHNOLOGIST & HUMAN STRATEGIST

Fearless leadership in an AI era.
SOULWARE > SOFTWARE™.

KEYNOTES • FIRESIDES • EXECUTIVE WORKSHOPS • LEADERSHIP ROUNDTABLES

The leader behind the message.



Wendy Zveglic is an AI Technologist & Human Strategist, executive keynote speaker, bestselling author and founder of The Messy Middle.

Across more than two decades in banking, enterprise technology, product engineering and AI, she has moved from frontline roles to Global VP leadership and now works with some of Australia's most complex organisations at Salesforce.

Twice made redundant within 23 months in her late forties, Wendy understands disruption not only as a business concept, but as a deeply personal experience. That perspective powers keynotes that are commercially relevant, emotionally intelligent and immediately useful.

Creator of the SOULWARE > SOFTWARE™ Leadership Framework, Wendy helps leaders use AI without outsourcing judgement, empathy, courage or accountability. Her work gives audiences language for uncertainty, permission to move before they feel ready and practical confidence to remain relevant through change.

**“They can make your role redundant.
But they can never take your relevance.”**

WENDY ZVEGLIC | FEARLESS LEADERSHIP

AUTHOR • TECHNOLOGY EXECUTIVE • KEYNOTE SPEAKER

AUTHOR AND CREATOR

The Girl Who Found Her Spark in the Messy Middle • Global bestselling co-author on AI • Creator of The Messy Middle movement

The voice organisations need as AI changes the work.

20+

years across banking, enterprise technology, engineering and transformation

6

key 2026 appearances across corporate, national, industry and university stages

62%

average post-event uplift across LinkedIn engagement, followers and new connections*

ENTERPRISE CREDIBILITY

Wendy speaks from inside transformation, not from the sidelines. She understands customers, teams, commercial pressure and the realities of technology adoption.

DISTINCTIVE INTELLECTUAL PROPERTY

SOULWARE > SOFTWARE™ gives leaders memorable language for the capabilities AI cannot replace: judgement, courage, empathy, curiosity and accountability.

LIVED RELEVANCE

Her story of redundancy, reinvention and returning to enterprise leadership makes disruption real, credible and hopeful without becoming motivational theatre.

AUDIENCE CONNECTION

Warm, direct and deeply human, Wendy creates the feeling of a conversation while delivering the authority and clarity expected from an executive keynote.

Wendy does not teach leaders how to compete with AI.
She shows them how to lead what AI cannot.

*Based on Wendy's internal post-event tracking.

Ideas leaders remember. Language they repeat.

1

Fearless Leadership in an AI Era

STAYING RELEVANT IN YOUR NEXT CHAPTER

Disruption is not new to experienced leaders, but AI is making it feel faster and more personal. Wendy reframes relevance as the courage to remain in the conversation, shape what comes next and lead change without losing yourself.

Audience shift: fear to agency • relevance redefined • courage for the next move

2

SOULWARE > SOFTWARE™

THE HUMAN ADVANTAGE TECHNOLOGY CANNOT REPLICATE

Software gives us speed. AI gives us patterns, predictions and possibilities. Soulware keeps us moving in the right direction. This keynote turns judgement, empathy, curiosity and accountability into practical leadership advantage.

Audience shift: lead AI with humanity • strengthen judgement • turn EQ into action

3

The Messy Middle

LEADING WHEN THE NEXT CHAPTER IS NOT CLEAR YET

The hardest part of reinvention is not the leap. It is the uncertain space between who you were and who you are becoming. Wendy helps audiences find the spark, agency and permission hidden inside that space.

Audience shift: name the transition • rebuild confidence • move before certainty arrives

AVAILABLE FORMATS

20-60 minute keynote • Fireside conversation • Executive workshop • Leadership roundtable

Paid keynotes. Invited stages. Visible impact.



RALPH LAUREN ANZ

Global retail closing keynote

SOULWARE > SOFTWARE™ and the next chapter powered by AI team member 'Ralph'

IWF AUSTRALIA

Sydney National Symposium

Fearless Leaders: Staying Relevant in Your Next Chapter

WOMEN OF CUSTOMER SUCCESS X ATlassian

Navigating the AI Frontier

Featured speaker on AI, leadership and the human advantage

UTS X GRADSTACK

University event

AI, career reinvention and future-ready leadership

LADIES INSOLVENCY PROFESSIONALS

Sold-out industry keynote

The Human Advantage: Staying Relevant in the Age of AI

WOMEN IN AI TECH AWARDS APAC

Judge and presenter

Recognising innovation and leadership across the region

Across audiences, Wendy has been highlighted in post-event surveys as the best speaker at the event.



BRING WENDY TO YOUR NEXT EVENT

A speaker audiences feel, remember and act on.

WHAT AUDIENCES AND ORGANISERS SAY

“Wendy inspired a room full of women to embrace the messy middle, to meet vulnerability with courage, trust themselves through uncertainty and believe in what comes next. Her honesty created an immediate connection, leaving our audience feeling seen, empowered and ready to move forward.”

JENNY FORBES KEBELL

CHAPTER LEAD, WOMEN OF CUSTOMER SUCCESS SYDNEY | PRINCIPAL
CUSTOMER SUCCESS MANAGER, ADOBE

“Wendy Zveglic brings a rare combination of deep technology expertise, compelling storytelling and genuine human connection. Her ability to simplify complex AI concepts, challenge perspectives and leave audiences feeling inspired and empowered makes her an exceptional speaker. I would highly recommend Wendy to any organisation looking for a thought-provoking, engaging and impactful voice.”

LILIANA SANELLI

CEO, PERFECT EVENTS

“You created a great energy in the room and I know our attendees came away feeling inspired.”

CHRISTINA CAVALLARO

PRESIDENT, LADIES INSOLVENCY PROFESSIONALS

“I also heard Wendy speak recently. WOW! You could hear a pin drop.”

LISA GRINHAM

INTERNATIONAL WOMEN'S FORUM AUSTRALIA

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