

Zachary Leifer

Commercial Growth and Transformation Executive · Keynote Speaker

Turning data, technology and AI investment into measurable commercial and enterprise value.



zacharyleifer.com

SPEAKS ON

Keynote · Panel · Roundtable · Workshop · Board Session

In-Person · Virtual · Executive Sessions

AI Strategy & Enterprise Value

AI Investment Governance

Digital Transformation

Change Management & Adoption

Digital Marketing

Corporate Strategy

Commercial Growth

Customer Data & Personalization

Investment Governance

Zachary Leifer is a commercial growth and transformation executive who has served as Chief Marketing Officer, Chief Commercial Officer and Vice President of Corporate Information Technology. He helps leadership teams connect data, digital transformation, technology and AI investment to commercial growth, customer economics and enterprise value.

His experience spans gaming and integrated resorts, hospitality, sports wagering, B2B technology, eCommerce and sports media. He has led the commercial functions responsible for growth as well as the enterprise technology capabilities required to enable it.

Zachary has served as Chief Marketing Officer of 1/ST Technology, Chief Commercial Officer of PokerAtlas and Vice President of Corporate Information Technology at Las Vegas Sands. He completed Harvard Business School's Advanced Management Program in 2026, where his Leadership Impact Project examined the organizational conditions supporting more predictable value creation from data, technology and AI investment.

SELECTED CAREER EXPERIENCE

 1/ST TECHNOLOGY

 **PokerAtlas**

 **Sands**

 THE VENETIAN RESORT
LAS VEGAS



Harvard Business School
Advanced Management Program



Cornell University
B.S., Applied Economics & Management

AVAILABILITY

Based in Las Vegas. Available nationally and internationally.



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Las Vegas, NV · National & International · Advisory through State of Mind Strategies

SPEAKING · ADVISORY ·
EXECUTIVE SESSIONS

AI Is Not a Strategy: The Operating Model Leaders Need Before They Scale It

Creating More Predictable Value from Data, Technology and AI Investment

A practical executive session on defining the business objective, assessing organizational readiness, establishing accountable ownership and measuring proof of value before major technology investment is scaled.

ATTENDEES WILL BE ABLE TO

- Define the commercial or enterprise outcome before selecting a technology solution.
- Identify the ownership, incentives, operating-model and readiness conditions that determine whether an initiative can be adopted.
- Distinguish a proof of concept from a proof of value and establish the measures that will verify the result.

ADDITIONAL TOPICS

- From Customer Data to Commercial Value: Making Personalization Change Customer Economics
- The Growth Operating System: How Marketing, Technology and Finance Must Work Together
- What Hospitality and Gaming Can Teach Businesses About Loyalty, Data and Customer Experience
- Beyond the MarTech Stack: Building a Marketing Operating System That Produces Results

FORMATS

Keynotes

Executive Panels

Leadership Roundtables

Board Sessions

Workshops

Virtual Events

Podcasts

BEST AUDIENCES

CEOs and Executive Teams

Boards and Private-Equity Portfolio Companies

Marketing, Technology and Transformation Leaders

Hospitality, Gaming, Wagering and Customer-Experience Organizations

SELECTED APPEARANCES

2026	Harvard Business School AMP	Leadership Impact Project presentation
2021	NC Labs Podcast	Awesome in Action
2020	World Tote Association	Digital Transformation in the Age of the Customer