SPEAKER PACK

Aileen Christensen

AI adoption is a behaviour change problem. I speak about what it takes to turn AI tools into the way people actually work.



SPEAKER BIO

Aileen Christensen works on the part of AI adoption that tools don't solve: changing how people work. At RELX (Elsevier) she pitched and created the role of AI and Innovation Lead for a 200+ person marketing organisation, built a repeatable adoption playbook that took monthly GenAI usage above 90%, and led a five-person agent-builder team. Her workflow redesign cut content production from three hours to twenty minutes per asset. She has spoken at the BREL Forum in Riga and Women in AI Benelux, and runs hands-on agent-building workshops. She holds an Executive MBA from IE Business School and writes about AI, leadership and work on Substack.

> SHORT INTRODUCTION, FOR THE HOST
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> Aileen Christensen leads AI adoption for a 200+ person marketing organisation at RELX, where monthly AI usage is now above 90%. She treats AI adoption as a behaviour change problem rather than a tooling one.

90%+
monthly GenAI adoption across a 200+ person marketing organisation, sustained

3h → 20m
average content production time per asset after rebuilding the workflow around AI

150
people taught to build their first AI agent in a single in-person workshop

RECENT APPEARANCES

BREL Forum, Riga October 2026
Panel for 400 real estate leaders on what AI changes about what we need the office for.

Women in AI Benelux, Amsterdam October 2026
Spark Talk on why an AI agent can pass every test and still lose its users, followed by a roundtable I moderated on measuring AI after launch.

Agent-building workshop, Elsevier 2026
Hands-on workshop for 150 people in Amsterdam, run in person with AI champions helping people at their desks.



On the panel at the Baltic Real Estate Leaders Forum, Riga

TALKS

Talks on how AI actually gets *adopted*.

i AI adoption is a behaviour change problem

For leadership teams who have bought the licences and are still waiting for the change.

- Why buying licences doesn't create usage, and what does.
- The order that makes it stick: change the workflow first, then build the habit, then write it into objectives.
- Why each team needs its own specialist way in, instead of one enterprise-wide rollout.

ii Passing its tests, losing its users: owning AI agents after launch

For teams moving from building AI agents to running them in production.

- Why an agent can pass every eval and still lose its users, and why workarounds are the earliest sign.
- Why you should read usage data and talk to users together, because the data shows that something is wrong but only the people can tell you why.
- Why ownership belongs with the business, not the builder, including the decision to fix or retire an agent.

iii What AI changes about work, teams and the office

For business and workplace audiences thinking about how organisations change around AI.

- People can learn the tools on their own. Learning how roles, judgement and teams change around those tools needs time in the same room.
- When AI takes over entry-level work, junior people need to sit with experienced colleagues to learn judgement faster.
- Teams whose roles are being automated can become the owners of the agents that replace that work.

FORMATS

Keynotes, panels, hands-on workshops, roundtables and fireside conversations.

AUDIENCES

Leadership teams, marketing and go-to-market functions, and anyone leading AI adoption or transformation.

Speaking enquiries

Please include the date, format, audience and the topic you have in mind.

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