



OLIVER LOPEZ.

IDEAS. BUSINESS. LIFE.

THINK DIFFERENTLY. BUILD BETTER.

I help CEOs and commercial leaders turn customer value, AI and change into better business.

Speaker, entrepreneur and author of Skapa värde eller dö. On stage, Oliver challenges familiar perspectives and gives audiences questions and ideas to take back to their own business.

[WATCH OLIVER ON STAGE](#)

[DISCUSS YOUR EVENT](#)

01 / AI & PEOPLE

Where can AI create real value?

For CEOs, commercial leaders and teams navigating AI.

Assess opportunities against customer needs. Distinguish automation from human judgement. Choose a practical next step.

02 / CUSTOMER VALUE

Why should a customer choose you?

For sales leaders and customer-facing commercial teams.

Uncover customer priorities. Connect your offer with customer value. Make your next sales conversation more relevant.

03 / CHANGE

What needs to change?

For CEOs, sales managers and commercial leadership teams.

Question familiar assumptions. Discuss what to keep and what to change. Start the next conversation with your team.

"A huge thank you, Oliver Lopez, for an INCREDIBLY inspiring presentation about value creation! Today, we feel enlightened and filled with new and exciting insights!"

Marie Berner Moberg
Managing Director, Dun & Bradstreet

We agree the angle and focus around your audience. Share the date, location, language and preferred format to discuss availability and fit.

oliver@oliverlopez.se

+46 76 783 64 00

oliverlopez.se