

Rebecca Merryfull

Keynote Speaker & Coach

I am a highly-rated keynote speaker, with over 20 years experience in marketing strategy and coaching. Blending operational strategy with leadership coaching, I specialise in building high-converting customer journeys, dynamic workflows, and distinct organisational storytelling. My speaker sessions turn complex digital strategies into clear, actionable frameworks.

SIGNATURE TOPICS

- ✓ Leading Creative Teams in the AI Era
- ✓ Customer Journeys that Drive Lifetime Value
- ✓ Comms Under Pressure
- ✓ Turning Stories into Strategy

KEYNOTES THAT FEEL LIKE MASTERCLASSES, NOT LECTURES

- Speaking without notes to keep the energy focused on the room.
- Translating complex operational concepts into practical business tools.
- Ensuring delegates leave with actionable Monday-morning steps.



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CUSTOMER JOURNEYS THAT DRIVE LIFTETIME VALUE

SEGMENTATION, AUTOMATION AND JOURNEYS

Discover how to capture the right data to power individualised lifecycle pathways that adapt in real time.

Build real-time behavioural signals into your journey mapping

Translate the motivations of your customer into higher lifetime value

Move from traditional persona mapping to intent-based customer architecture

AUDIENCE OUTCOMES

- Understand the mechanics of intent-driven automation
- Learn how to use behavioural indicators, friction triggers and predictive models to build hyper-individualised lifecycle pathways
- Leverage AI in an ethical way to build journeys that adapt dynamically to how real people think and act.

SESSION DETAILS

Duration: 45 - 60 mins
Format: Keynote or Masterclass

Best for:

- MarTech conferences
- Digital marketing summits
- Marketing teams and internal training sessions

AUDIENCE TAKEAWAY

Segmentation and Journey Roadmap to review current customer touchpoints, with journey trigger steps and customer messaging.

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