



SPEAKER KIT · 2026

ISAAC LAI

Useful ideas. Fewer buzzwords.

Chief Growth Officer · Marketing × Sales × Growth · APAC

100-WORD BIO

Isaac Lai is a Sydney-based marketing and growth executive with more than a decade of agency and in-house experience across APAC. He has led brand, digital and commercial growth work for businesses including Titan FX, ThreeTrader, Uber and Uber Eats, and previously worked agency-side across Akcelo, VML and Sparro. Isaac speaks about brand, growth, AI, APAC marketing, leadership and the agency-client relationship with practical cases, honest lessons and fewer buzzwords. He is also a UNSW academic and mentor, a General Assembly Lead Instructor with a 9.84 average NPS, an industry awards judge and a MobileAppDaily 40 Under 40 honouree.

TALK TERRITORIES

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| 01
Brand × Sales × Growth
Why connected systems beat channel heroics. | 02
Local ideas that travel
APAC culture, consistency and ideas with a passport. |
| 03
AI without the theatre
Where AI improves judgement—and where it multiplies average. | 04
Both sides of the briefing table
Better agency-client work through clearer incentives and feedback. |
| 05
No hero ball
Leadership systems that do not depend on one star player. | 06
Career pivots and useful mentors
Lessons across agencies, platforms, fintech and teaching. |

THE ROOM COMES FIRST.

Then we shape the conversation.

01	Keynotes & conference sessions	20-45 minutes · A clear idea, real cases and practical takeaways.
02	Panels & firesides	30-60 minutes · Direct contribution, constructive challenge and personality.
03	Executive & team workshops	90 minutes to half a day · Designed to help people decide or work differently.

SELECTED APPEARANCES

UPCOMING · 23 JUL 2026	Wiki Finance Expo · Hong Kong	Building for Now and the Future: Dream Beyond Borders with Titan FX
2026	Intrigue MADverse · Sydney	Why Clients Leave—and What Great Agency Partnerships Look Like
2024	Intrigue MAdTech · Sydney	AI in Marketing fireside chat
BRISBANE	Something Digital	Brand personality and the anti-hero brand panel
EXECUTIVE CONVERSATION	The Ortus Club	CMO Chat with Isaac Lai

CREDENTIALS

9.84 instructor NPS · 5 APAC markets led · 10+ years agency + in-house · MobileAppDaily 40 Under 40 · PProvoke Innovator 25

Sydney-based · Available across APAC and virtually by arrangement