KEYNOTE SPEAKER • MEDIA EXECUTIVE • AI STRATEGIST • AUTHOR

PEGGY DODSON

Technology. Ownership. Leadership. Opportunity.

“You cannot lead the future from the sidelines. You gotta be in it to win it.”



THREE FLAGSHIP KEYNOTES

01

AI: You Gotta Be In It to Win It

Why AI Is Essential for Business Success - and How Black Entrepreneurs and Businesses of Color Can Use It to Create, Grow, Own, and Lead

Peggy’s IN IT framework makes AI practical, purposeful, and connected to real business growth.

02

Own the Story. Own the Platform. Own the Future.

Why Cultural Ownership, Independent Distribution, and Platform Power Will Shape the Next Media Economy

Audiences learn why controlling story, data, intellectual property, distribution, and audience relationships matters.

03

Built to Lead

Breaking Barriers, Creating Opportunity, and Leading Through Change

A personal, actionable leadership message about solving problems under pressure and building opportunities that last.

WHY PEGGY

- 30+ years across media, technology, entertainment, live events, and business
- Producer of national live broadcasts and HBCU Division 1 football
- Featured on the cover of Black Enterprise; testified before Congress

IDEAL FOR

Corporate conferences • HBCUs • ERGs • Women’s leadership • Media and technology events

FORMATS

Keynote • Fireside • Workshop • Panel

BOOK PEGGY **pd@ubcsmallbusinessnetwork.com** **332-333-5200**

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