
FEATURED SPEAKER

Una Stevenson

Chief Operations Officer, Pinno Marketing & Business Development

SPEAKER BIO



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Una Stevenson is the Chief Operating Officer at Pinno Marketing & Business Development and a strategic consultant specializing in operational excellence and AI implementation. With nearly two decades of cross-sector experience, she has led transformation initiatives in healthcare, environmental services, and small business operations—helping teams adopt automation, CRM optimizations, and AI dashboards that drive real results.

Known for bridging the gap between vision and execution, Una partners with organizations to design people-centered AI solutions that scale. She is a frequent speaker and advisor on operations strategy, and brings a unique lens to AI deployment through the combined power of systems thinking, leadership, and execution.

PRESENTATION OVERVIEW

Building Practical AI Systems for Non-Tech Organizations

You don't need to be a tech giant to harness the power of AI. In this session, Una Stevenson, COO and Operations Strategist, shares how traditional organizations—from outpatient clinics to marketing firms and environmental services teams—can build effective AI systems without massive infrastructure or in-house data science teams.

She'll walk through how to identify high-impact entry points, use off-the-shelf tools for automation and CRM optimization, and align AI workflows with existing business operations. Attendees will walk away with a clear playbook for building AI systems that drive efficiency, strengthen people-centered operations, and deliver measurable outcomes.