MAYA ROOZ

Executive Advisor | Keynote Speaker | Author



Maya Rooz is an executive advisor, author and international speaker who works with CEOs, boards and senior leadership teams to protect the conditions for clear thinking and sound judgement under pressure. Her work sits at the intersection of leadership, attention and decision quality, focusing on what capable people need around them to think well, decide well and perform at their best.

After more than fifteen years in the automotive industry, including as Chief of Staff to Jaguar Land Rover's Chief Marketing Officer, Maya now advises organisations and speaks at conferences across Europe and the Middle East. Her book, The Protected Mind, publishes in late 2026.

CREDENTIALS

- Former Chief of Staff, Jaguar Land Rover Global Marketing
- 15+ years: JLR, General Motors, Saab
- International Keynote Speaker
- Author, The Protected Mind (2026)
- Certified Executive Coach (ICF-ACC)



Digital Agenda: AI Wars 2026
Keynote (1,000+ attendees)



WAN Summit Europe 2025
Event Chair (1,000+ attendees)



Reuters Automotive 2025
Opening Workshop (500 attendees)

SELECTED SPEAKING

Digital Agenda Cyprus: AI Wars , Nicosia
Keynote · 2026

Women Automotive Network Summit Europe, Stuttgart
Event Chair & Opening Keynote · 2025

Reuters Automotive Europe, Stuttgart
Opening Keynote Workshop · 2025

Women Automotive Network Summit Europe, Stuttgart
Keynote Interview · Linda Jackson, CEO Peugeot · 2024

IB Global Conference, Budapest
Leadership Workshop · 2024

"If you are looking for someone to hold a room, connect an audience, and make every person in it feel like they belong, Maya Rooz is your person."

Stephanie May, Women Automotive Network

Maya Rooz www.mayarooz.com hello@mayarooz.com

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THE PROTECTED MIND

BUILD THE CONDITIONS FOR CLEAR THINKING

The quality of leadership judgement is shaped long before the decision is made. It is shaped by the conditions around the leader.

Modern organisations are built for speed, access and constant response. But strategic judgement requires space, perspective and distance from noise.

In The Protected Mind, Maya Rooz shows how the environment around a leader directly influences the quality of thinking within them.

Through six conditions, she offers senior leaders a practical lens for protecting clarity, perspective and judgement under pressure.

Better judgement starts with better conditions.

AUDIENCE

- CEOs & C-suite leaders
- Senior leadership teams
- Boards & strategy leads
- Scale-up leadership

FORMAT

20-minute keynote

SESSION OUTCOME

- A new understanding of why clear thinking is a conditions problem, not simply a discipline problem.
- A question to take back into the organisation: “What are the conditions here, and what are they producing?”

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WHEN AI THINKS FOR YOU

PROTECTING HUMAN JUDGEMENT IN THE AGE OF AI

AI may be the best thinking partner we have ever had. But what happens when it becomes easier to ask the machine than to form a thought of our own?
Long before generative AI arrived, our ability to think clearly was already under pressure from constant input, interruptions and information overload. Now AI has changed the equation again: noise makes thinking difficult; AI makes thinking optional.

In this provocative and deeply human keynote, Maya Rooz explores what happens when answers become immediate and why protecting human judgement begins before we even open an AI tool. Drawing on cognitive science, real-world research and her own experience writing The Protected Mind, she examines cognitive offloading, the conditions that make independent thought possible, and the crucial space between a question and its answer.

Maya offers a simple approach to working with AI without surrendering the thinking that matters: Thinking → AI → Judgement. Use the technology brilliantly. Let it challenge you, test you and improve your thinking. But protect the moments in which your own mind enters the conversation and you decide what you are prepared to stand behind.

AUDIENCE

- Senior leaders & decision-makers
- Technology & innovation audiences
- Government & public sector
- Entrepreneurs & business communities
- Future of work, AI & ideas conferences

FORMAT

20-minute keynote

SESSION OUTCOME

- A new way to think about AI: not as a replacement for human thinking, but as a powerful partner between thinking and judgement.
- A practical question to take into everyday AI use: “Am I outsourcing the task, or am I outsourcing myself?”

“What resonated most about Maya’s talk was her willingness to address some of the uncomfortable questions surrounding AI, particularly what happens to our own ability to think when we increasingly rely on technology to do the thinking for us.

It was a genuinely thought-provoking talk, and one that will stay with me.”

Attendee, Digital Agenda Cyprus 2026: AI Wars