

THE AI-READY BUYER™ (2026) CONSUMER BEHAVIOR FOR DUMMIES — WILEY 25+ YEARS B2B RESEARCH

## SPEAKER BIO

Laura Lake is an independent analyst and the author of *The AI-Ready Buyer™* (2026) and *Consumer Behavior for Dummies* (Wiley, 2009). She is the creator of Signal Check™, the first analyst-grade assessment for AI-mediated buyer decision risk, and has spent 25+ years inside B2B, enterprise, and brand environments as a GTM strategist.

Her research has produced 15+ named frameworks — including the Silent Committee™, Signal Architecture, and the Trust Layer Scorecard™ — published in *The AI-Ready Buyer™* and applied by GTM practitioners across B2B, SaaS, and enterprise markets.

## THE THROUGH-LINE

### The Silent Committee™

The self-service infrastructure of AI agents, peer networks, and collaboration tools running buyer education and vendor shortlisting — before your sales team enters the room.

## SESSIONS

KEYNOTE BREAKOUT ONLINE/WEBINAR

### The Content Your Buyers Trust More Than Yours

Content marketers · CMOs · 30–60 min

KEYNOTE BREAKOUT FIRESIDE

### The GTM Singularity From the Buyer's Side

Senior GTM leaders · CROs · 30–45 min

KEYNOTE BREAKOUT WORKSHOP

### Before the RFP: How the Silent Committee™ Already Decided

Demand gen · ABM · CMOs · 45–60 min

KEYNOTE BREAKOUT WORKSHOP ONLINE

### Your Buyers Decided Before You Pitched

All B2B marketers · All levels · 45–60 min

25+

Years B2B  
research

2

Published  
books

15+

Named  
frameworks

## SAMPLE INTERVIEW QUESTIONS

- 01 What is the Silent Committee™ — and why is it the most expensive invisible problem in B2B?
- 02 How has AI changed the way B2B buying decisions get made before a vendor enters the room?
- 03 You talk about "signal architecture." What does that mean, and why can't it be fixed in a quarter?
- 04 What's the gap between what AI agents say about a company and what its marketing says — and why does the gap matter?
- 05 If a CMO wanted to know what AI tools are saying about their company right now, what would you tell them to do this week?
- 06 What made you write *The AI-Ready Buyer™* — and what should every revenue leader take away from it?
- 07 Most B2B teams focus on top-of-funnel. You say the real problem is upstream. What should they measure instead?

## BOOK LAURA

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<b>Speaking page</b>	<a href="http://lauralake.com/speaking">lauralake.com/speaking</a>
<b>Rate</b>	Provided upon inquiry · Travel separate
<b>Slides</b>	Purpose-built for each event — never repurposed
<b>Confirmed</b>	In writing before the date is held