



YASHA STERLING

AI & IDENTITY STRATEGIST | GLOBAL KEYNOTE SPEAKER

I design experiences that help
people see themselves differently
in the age of AI.

Researcher • Author • Digital Innovation Leader • Founder, Yasha
Sterling Institute for AI, Identity & Human Potential



MEDIA & SPEAKING INQUIRIES

media@yashasterling.com

yashasterling.com/media-center.html

AT A GLANCE

Technology transformation. Human infrastructure.

Yasha Sterling is an AI & Identity Strategist, digital innovation leader, global keynote speaker, researcher, author, and founder of the Yasha Sterling Institute for AI, Identity & Human Potential. With more than two decades of experience spanning technology, digital strategy, web development, innovation, and enterprise transformation, she has built a career at the intersection of technological change and human possibility.

CORE QUESTION

What must organizations and individuals build beneath technology so people can trust, adapt, contribute, and thrive?

BODY OF WORK

AI • identity infrastructure • technology resilience • leadership • governance • human potential

MISSION

Ensure technological progress expands rather than diminishes human possibility.

NEXT GENERATION

Creator of Phenomenal Phutures, helping girls of color see themselves as builders and leaders in technology.

WHERE THE CONVERSATION LIVES

01 AI + IDENTITY

How intelligent systems reshape confidence, agency, professional identity, belonging, and perceptions of human value.

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02 IDENTITY INFRASTRUCTURE

The cultural, relational, psychological, and organizational conditions that shape participation and sustained change.

03 AI GOVERNANCE

Why responsible AI must account for the human system - not only technical controls and compliance.

04 TECHNOLOGY RESILIENCE

Preparing people and organizations to adapt continuously as technology changes roles, skills, and expectations.

05 LEADERSHIP + FUTURE OF WORK

What leaders must build when expertise, intelligence, and decision-making are increasingly shared with machines.

06 TECH EQUITY + HUMAN POTENTIAL

Creating pathways that help girls and women of color move from access to identity, confidence, contribution, and leadership.

KEYNOTES • PANELS • LEADERSHIP EXPERIENCES

Keynotes that shift identity - not just perspective.

01 THE IDENTITY GAP

Why access fails when systems ignore identity.

02 AI IS SHAPING IDENTITY

How AI influences confidence, visibility, and opportunity.

03 IDENTITY AS INFRASTRUCTURE

A new leadership lens for transformation.

04 BUILDING HUMAN POTENTIAL

Designing systems that expand possibility.

FORMATS

Keynotes • Fireside chats • Moderated panels • Workshops • Student experiences • Executive conversations

THE INTELLECTUAL HOME

The Yasha Sterling Institute for AI, Identity & Human Potential

The Institute is a platform for research, frameworks, publications, and experiences examining the evolving relationship between technology and humanity. It brings together Sterling's work across AI, identity infrastructure, leadership, human potential, and the future of work.

ORIGINAL FRAMEWORKS & MODELS

- Sterling Identity Infrastructure Model™
- Identity metrics and measurement concepts
- AI Governance Overlay™
- Technology Resilient Layer™

CORE ARGUMENT

Identity is not a byproduct of success.
It is the system that makes sustained success possible.

Her research asks organizations to treat identity infrastructure not as a soft complement to strategy, but as a strategic operating capability.

THE NEXT GENERATION

She builds confidence. Then belief. Then technology.

Phenomenal Phutures is an initiative designed to help girls of color see themselves in technology through identity development, mentorship, learning experiences, and exposure to emerging fields. The work reflects Sterling's conviction that access alone is insufficient: young people must also develop the confidence, identity, and sense of possibility required to imagine themselves as builders, innovators, and leaders.

01**IDENTITY BEFORE ACHIEVEMENT**

Build the internal belief that says: I belong here.

02**EXPOSURE + EXPERIENCE**

Connect possibility to real technology, mentors, and emerging fields.

03**FROM USER TO BUILDER**

Help girls see themselves shaping technology - not simply consuming it.

WHY IT MATTERS

The future of technology should include those most often excluded from imagining themselves inside it.

SELECTED RECOGNITION

A growing platform of visibility, leadership, and impact.

01 Forttuna Global 100 Power List

2026

02 Women Impact Tech - Leaders of Impact

2026

03 Outstanding Leadership Award - Internet 2.0

Leadership

04 Top Visionary Woman in Tech Innovation & Leadership

2026

05 Executive Excellence

AI strategist & thought leadership feature

Forthcoming AI strategist & thought leadership feature

06 CIO Women

Editorial visibility

Upcoming editorial feature

LEADERSHIP

Board and advisory leadership • technology mentorship • community engagement • doctoral scholarship in Information Technology / Artificial Intelligence

WHERE THE CONVERSATION CAN BEGIN

Questions worth asking in the age of AI.

- 01 Why identity is becoming infrastructure in the AI era
- 02 What organizations misunderstand about AI readiness
- 03 Why governance must account for the human system
- 04 How women and girls of color can shape - not only enter - technology
- 05 What leadership judgment looks like when the answer is not clean
- 06 How original frameworks become research, tools, and institutional knowledge

“What must we build beneath technology?”

PRESS ROOM

Everything media needs.

BIOGRAPHY PACK

50-, 100-, 250-word and full executive biographies

SPEAKER ONE-SHEET

Topics, outcomes, formats and booking overview

APPROVED HEADSHOTS

High-resolution editorial and speaker images

BRAND LOGOS

Approved logo assets for light and dark applications

PUBLICATION COVERS

Selected books, whitepapers and editorial covers

COMPLETE PRESS KIT

This master media reference

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Yasha Sterling

media@yashasterling.com

yashasterling.com/media-center.html