

Dorka Nagy-Józsa

Keynote speaker on AI, neuroscience and leadership · Author of *Horizontal Thinking*

ABOUT

Dorka Nagy-Józsa is a Budapest-based keynote speaker on AI, neuroscience and leadership. She is CEO of Y2Y Ltd., a leadership-development company behind more than 5,000 organizational-development days in 14 languages, and an ICF PCC executive coach. She has spoken on 300+ stages on four continents, including SHRM INCLUSION 2024 in Denver, where she was the only speaker from Europe on the programme, the IFPSM World Summit in Xiamen and AI Summit Europe in Riga. Her book *Horizontal Thinking: Leadership after the end of the specialist era* (2027) is endorsed by Marshall Goldsmith and Sangeet Paul Choudary.

KEYNOTES

The Neuroscience of Why Change Fails
Why most change programmes are designed for a brain that doesn't exist, and the alternative that works.

AI, Your Brain & the New Rules of Work
FOBO, the fear of becoming obsolete, is the real barrier to AI adoption. What leaders can do about it.

Built to Lead: Sport Science Meets the Boardroom
How elite athletes and elite leaders think alike, and where both fail.

SELECTED STAGES · FOUR CONTINENTS

NORTH AMERICA	SHRM INCLUSION 2024, Denver, Spotlight Stage
ASIA	IFPSM World Summit 2025, Xiamen (1,500+ participants); university keynote, Jakarta
AFRICA	IFPSM summit, Mombasa, Kenya
EUROPE	AI Summit Europe 2026, Riga, closing keynote; LOGY, Helsinki and Tallinn; plus around 300 stages across Europe



"Dorka Nagy-Józsa writes from inside this disruption with rare honesty and hard-won optimism, helping leaders learn horizontal thinking as the defining leadership discipline of our time."

Marshall Goldsmith, Thinkers50 #1 Executive Coach, on *Horizontal Thinking* (2027)

Bio in three lengths, MC introduction, photos and the showreel: dorkanagyjozsa.com/speaker-kit

AT A GLANCE

300+
stages since 2016, four continents

98.8%
excellent or very good, AI Summit Europe 2026 (organizer report)

1,500+
participants, IFPSM World Summit, Xiamen

FORMATS

- Keynotes, 30-75 minutes
- Panel debates and moderation
- English and Hungarian
- Based in Budapest, travels worldwide

BOOKING

dorka@y2y.hu
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