CONVERSIONS MATTER / SPEAKER ONE-SHEET

Amrdeep "Ammo" Athwal

Analytics. Experimentation. Responsible AI.

Practical ideas from doing the work. Better evidence for better decisions.

ABOUT AMRDEEP

Amrdeep “Ammo” Athwal is the founder of Conversions Matter, an independent consultancy working across digital analytics, measurement, experimentation and CRO. He helps organisations understand which evidence they can trust and how to turn it into better decisions. His talks cover measurement trust, experimentation and responsible AI, including S.P.I.D.E.R., his six practical checks for AI-assisted work. He has spoken at Conversion Hotel, MeasureFest / brightonSEO, Experimentation Elite and MeasureCamp, and won a keynote spot at Conversion Hotel in 2024 with Predicting Winners.

FEATURED TALKS

AI: With Great Power Comes Great Responsibility
Six S.P.I.D.E.R. checks for responsible AI use in analytics, CRO and experimentation.

Predicting Winners
What predicting a charity boxing event reveals about evidence, assumptions and decision-making.

The ABCs of Experimentation
Moving beyond tactical A/B testing to build learning and useful experimentation capability.

FOR EVENT ORGANISERS

Formats: Keynotes, talks, panels, podcasts and webinars.
Audiences: Practitioners, leaders and mixed business audiences.
Based in: United Kingdom. Available for UK and international events.

Bookings: ammo@conversionsmatter.com

Talks, recordings and photography: conversionsmatter.com/speaker/