

Li Evans

Bridging the Gap Between Data, MarTech, and AI to Drive Real Conversions

Empowering organizations to break silos, align teams, and transform data into measurable growth.

Liana “Li” Evans is a seasoned digital strategist, data architect, and certified Adobe Master Architect with over 20 years of experience helping enterprises bridge the divide between marketing, IT, AI and data. A published author (Social Media Strategies: Engaging Strategies for Facebook, Twitter & Other Social Media) and professional speaker, Li has worked across nearly every tool in the Adobe Experience Cloud and led transformative initiatives for Fortune 500 and mid-market organizations. As the founder of The Convergence Factor™, she helps companies identify the hidden “Silo Tax” draining their ROI and align people, platforms, and processes to deliver exponential growth. Li’s keynotes combine humor, real-world stories, and practical frameworks that inspire teams to communicate, connect, and converge.



Keynote Topics →

1. The Convergence Factor™: Turning Silos into Synergy

In this signature keynote, Li reveals the real reason companies fail to realize ROI – silos. From misaligned goals to disconnected technologies, she exposes the hidden “Silo Tax” that drains budgets, brainpower, and employee sanity. Through powerful stories and humor, audiences learn how to identify silos across teams, communication, and technology, and discover a proven framework for breaking them down. Attendees leave with actionable strategies to create alignment, clarity, and measurable business growth.

2. Convergence Leads to Conversions: The New Competitive Advantage

AI, analytics, and MarTech are transforming business – but without convergence, they create more chaos than clarity. Li helps leaders reframe their digital strategy around connection, not collection. Audiences learn how to align their data, tools, and teams to drive performance, reduce friction, and turn technology investments into meaningful conversions.

Workshop Options:

The Convergence Factor™ Diagnostic: Assessing Organizational Alignment

A hands-on session where teams complete The Convergence Factor Diagnostic to uncover where silos exist across goals, communication, and technology. Participants leave with a radar-style maturity map and prioritized next steps toward convergence.

Breaking Down Communication Silos: Building Shared Language Across Teams

This interactive workshop helps marketing, IT, data, and leadership teams develop a common vocabulary and shared understanding of success metrics – creating alignment that drives collaboration and performance.

From Data Chaos to Clarity: Building a Roadmap for Unified MarTech + AI Integration

Participants learn how to map their data and technology ecosystems to identify friction points, streamline tool integration, and align AI and MarTech investments with measurable business outcomes.



Connect with Li!

🌐 www.TheConvergenceFactor.com

Speaker Inquiry Form:

✉️ TheConvergenceFactor.com/speaking

🌐 [linkedin.com/in/lianaevans](https://www.linkedin.com/in/lianaevans)

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📺 [Tiktok.com/@theconvergencefactor](https://www.tiktok.com/@theconvergencefactor)

Testimonials

★★★★★

“Li Evans is the real deal. She brings data, technology, and storytelling together in a way that’s both hilarious and eye-opening. I’ve shared stages with hundreds of speakers, and few can connect logic and laughter the way Li does. She helps organizations see that success isn’t about having more tools – it’s about having more alignment. When Li’s on stage, people lean in, nod along, and leave knowing exactly what needs to change on Monday morning.”

— Adam Carroll,

Founder of The Shred Method &
Host of The Build a Bigger Life Podcast

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“Li Evans is the kind of speaker who doesn’t just inform – she transforms. She has this rare ability to bridge data, marketing, and leadership in a way that makes every person in the room feel both seen and empowered. Her message about breaking silos and creating true convergence isn’t just about business – it’s about people. When Li speaks, teams don’t just learn; they realign, reconnect, and reignite their purpose.”

— Patty Aubrey,

President, The Canfield Training Group &
Co-Creator of Chicken Soup for the Soul®