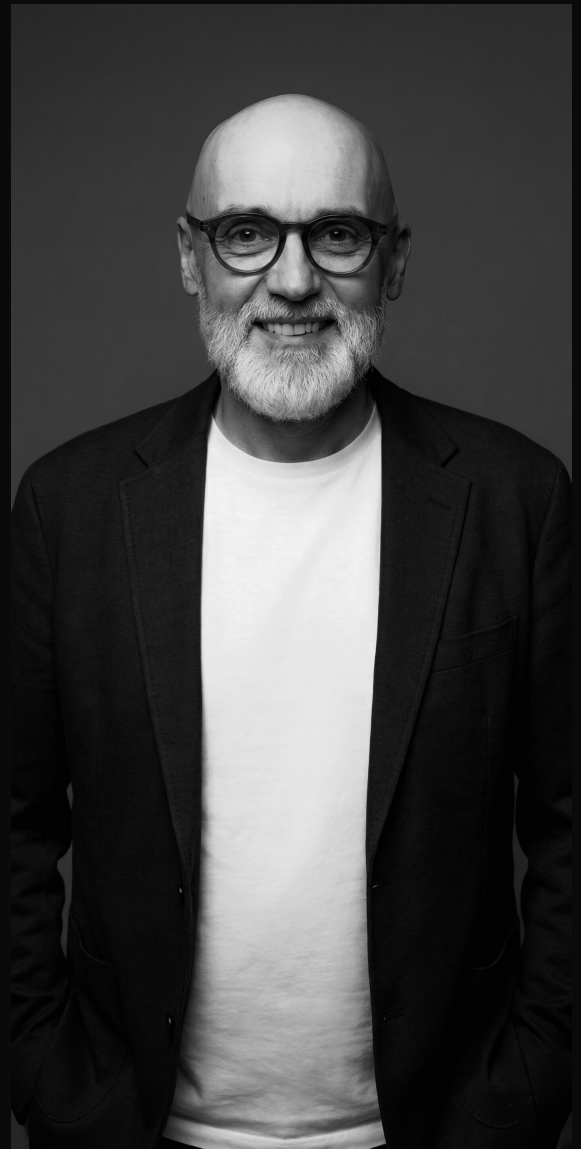


Mark Boyer

Global Services Director

Reimagining IT services for the AI era. Practitioner perspective on operating models, service design, and the leadership the industry needs next — drawn from inside the daily work of running services at scale.



// FOUR TALKS · ONE DIRECTION

01 · AI strategy · operating models

AI lands or stalls in the **operating model**.

Sixty-four per cent of UK organisations say they use AI. Twenty-four per cent have reached anything close to maturity. The gap is not technology. It is organisational design.

03 · ITSM · profession · change

A profession built to manage change is the worst at **handling its own**.

ITSM has become brilliantly organised at describing yesterday. Comfort bureaucracy mistaken for governance. If we cannot change our own profession, we cannot lead anyone else's.

02 · service design · future of service

What "service" means when AI is **in the room**.

Wearables, ambient interfaces, and what changes when the next generation of users interacts with services through devices we did not design for.

04 · service design · language · CX

The language we use is the architecture of **the experience**.

Take any service catalogue. Remove every acronym. Show it to a customer. If they cannot tell you what they are buying, you have built a glossary for insiders.

// RECENTLY DELIVERED

SITS 26 — Main Stage · ExCeL London · 2026

SDI Spark 26 — Keynote · 2026

itSMF UK 2025 — Keynote

PropelX London 2025 — Keynote

SDI 2024 — Continual improvement

// RECOGNITION

IT Oxygen Influencer 2025

HDI Top 25 Thought Leader

16,000+ on LinkedIn — IT services and AI

// FORMATS

Keynote 40–50 min · Breakout 30 min

Panel · Fireside · Workshop

Podcast guest · Customised to audience

// STRONGEST WITH

Boards, CIOs, transformation directors

AI-themed conferences and futurist events

Service design and ITSM communities

Enterprise audiences ready for honest challenge