

A close-up portrait of West McDonald, a middle-aged man with dark, wavy hair and a well-groomed grey beard. He is wearing a dark blue turtleneck sweater. The background is blurred, showing what appears to be an outdoor setting with warm colors.

West McDonald – Keynote Speaker on AI & Business Innovation

 west@gowest.ai

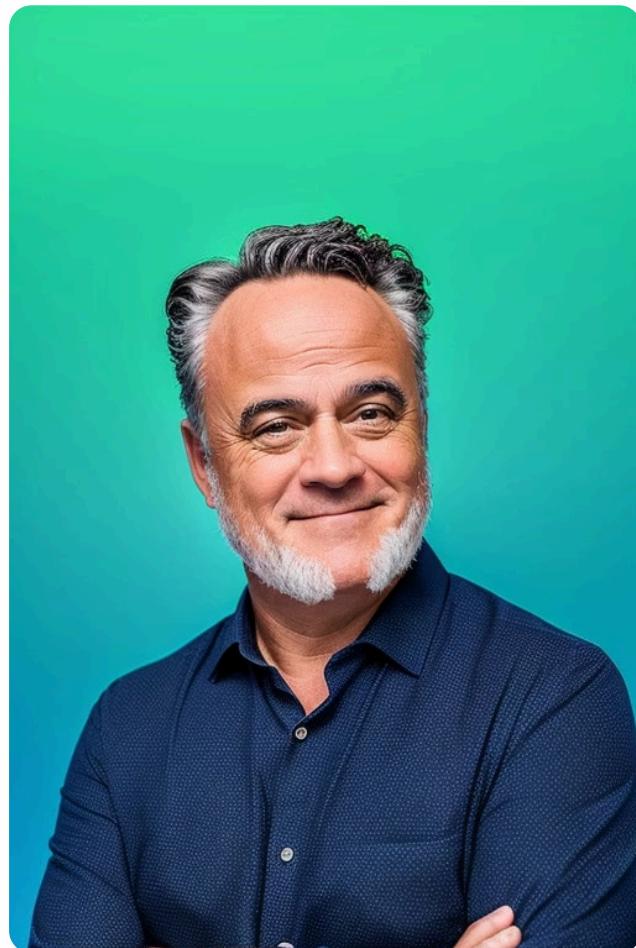
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Why Book West McDonald?

West McDonald is one of the most trusted voices in applied artificial intelligence today. As founder of GoWest.ai, he works with organizations around the world to move AI from buzzword to backbone — building and leading real implementations that save time, reduce costs, and give businesses a measurable edge.

West doesn't just talk about AI. He helps design, lead, and deploy it in the field, guiding executives, sales teams, IT departments, and customer support groups through the practical steps to turn AI into everyday productivity. His strategies are already driving results in dozens of organizations, and his work has been featured by top media outlets and industry summits alike.



With more than 20 years in business leadership and hundreds of hours coaching teams on AI transformation, West has become a go-to keynote speaker for companies and conferences that want more than inspiration — they want execution. He's been on the leading edge of how AI is reshaping work and is known for bringing clarity, insight, and urgency to every stage he steps on.

If your audience is serious about the future of AI and needs a speaker who's already helping others get there, West McDonald delivers.

About West McDonald

Founder of GoWest.ai

West McDonald is the founder of GoWest.ai, an AI consultancy focused on making artificial intelligence work in real businesses, right now.

Sought-After Speaker

A sought-after speaker and advisor, West has spoken at top-tier events including the Global Big Data Conference, ChannelCon, BTA National, Konica Minolta Top 25, Executive Connection Summit, and more.

Industry Writer

He writes a regular AI column for Independent Dealer Magazine and has been featured in The Imaging Channel and The Cannata Report.

Practical Strategist

Known for his blend of humor, insight, and practical strategy, West equips leaders with the tools they need to harness AI for growth, efficiency, and innovation.



Speaking Engagement Highlights (2023-2026)

Date	Event	Topic	Location
July 14, 2025	XChange Security 2025	Guardrails & Ghosts: Securing the Future of Generative AI (Keynote)	Dallas, TX
July 30, 2025	ChannelCon 2025	Scaling Responsible AI (Fireside Chat with Noelle Russell)	Nashville, TN
May 23, 2025	CDA 2025	AI Strategy for the Modern Dealer	Palm Springs, CA
May 7, 2025	BPCA Spring Meeting 2025	AI in Sales, Marketing & Service	Philadelphia, PA
Aug 14, 2024	XChange 2024	AI in Action Workshop	Nashville, TN
Jun 18, 2024	BTA Capture the Magic	GenAI Strategies to Reduce COGS & Supercharge Workflow Efficiency	Las Vegas, NV
May 23, 2024	OPI Online AI Summit	AI & Automation in the Office Channel	Virtual
Apr 18, 2024	ANA CX Committee	Brand Identity Reinvented Through AI	Virtual
Mar 26, 2024	FP Mailing Solutions	Navigating the AI Wave: Safeguarding Data & IP	Virtual
Jan 15, 2024	Executive Connection Summit 2024	Putting AI to Work (Panelist)	Scottsdale, AZ
Dec 11, 2023	AI Roundtable	AI Myths & Managed Services	Virtual
Jun 28, 2023	Konica Minolta Top 25 Dealer Summit	The Explosion of AI in Imaging	Hilton Head, SC
Mar 29, 2023	Global Big Data Conference	ChatGPT: More Than Just a Machine	Virtual
Upcoming: Sep 17 & 19, 2025	Dental Technology Summit	Scaling Smart: How Leading DSOs Use AI to Stay Competitive	Nashville, TN
Upcoming: May 18-19, 2026	OPI Global Summit 2026	Independent, Not Outgunned: Autonomous AI Agents Helping Dealers Win	London, UK

Upcoming Speaking Engagements



Dental Technology Summit

Sep 17 & 19, 2025

Scaling Smart: How Leading DSOs Use AI to Stay Competitive

Discover how Dental Support Organizations (DSOs) are leveraging artificial intelligence to enhance operational efficiency, improve patient care, and maintain a competitive edge in a rapidly evolving market. West will delve into practical applications and real-world case studies.

Nashville, TN



OPI Global Summit 2026

May 18–19, 2026

Independent, Not Outgunned: Autonomous AI Agents Helping Dealers Win

Explore the transformative power of autonomous AI agents in the office products and services industry. West will reveal how independent dealers can utilize these advanced AI solutions to streamline operations, optimize sales, and effectively compete with larger entities.

Chicago, Illinois

West's Speaking Topics



Applied AI Implementation

Practical strategies for moving AI from theory to practice in your organization, with real-world case studies and implementation frameworks.



AI Security & Governance

Navigating the complex landscape of AI security, data protection, and establishing proper guardrails for responsible AI use.



Business Transformation

How AI is reshaping industries and creating new opportunities for growth, efficiency, and competitive advantage.



Drawing from his extensive experience implementing AI solutions across various industries, West delivers actionable insights that audiences can immediately apply to their businesses.

Book West McDonald For Your Next Event

With more than 20 years in business leadership and a proven track record of helping organizations implement AI solutions, West McDonald brings unparalleled expertise to every speaking engagement. His approach is distinctly hands-on, transforming complex AI concepts into actionable strategies that resonate with diverse audiences, from C-suite executives to frontline teams.

Whether your goal is to boost sales productivity, streamline IT processes, enhance customer support, or foster a culture of AI-driven innovation, West tailors his message to address your specific organizational challenges and aspirations. His presentations are always dynamic, engaging, and packed with practical takeaways that audiences can immediately apply.

Invite West to inspire your team with a vision of what's possible with AI, and equip them with the confidence and tools to make it happen. He's perfect for annual conferences, leadership summits, internal training programs, and client appreciation events looking for a cutting-edge, yet practical, focus on artificial intelligence.

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West McDonald's engagements consistently receive high praise for their clarity, relevance, and actionable content. He demystifies AI, making it understandable and exciting for everyone, regardless of their technical background.

West doesn't just talk about AI. He helps design, lead, and deploy it in the field, guiding executives, sales teams, IT departments, and customer support groups through the practical steps to turn AI into everyday productivity.

His unique ability to combine strategic foresight with tactical guidance ensures that your audience leaves feeling empowered and ready to leverage AI effectively within their roles.