

JENNIFER BAGLEY

The AI keynote speaker for the trades


1,000+

STAGES IN 20 YEARS

0

RECYCLED KEYNOTES

2006

SERVING THE TRADES SINCE

TRUSTED

DAIKIN ('08) • FERGUSON
• SERVICE NATION

Jennifer L. Bagley is the founder and CEO of CI Web Group and the leading AI keynote speaker for the trades. Since 2006, she has built digital marketing and technology for HVAC, plumbing, electrical, and home services contractors across the United States. Recognized by Women in HVACR and named a Women We Admire Top Women Leader, she hosts The Catalyst for the Trades podcast and is the author of *Hands Up: A CEO's Letter to the Generation That Will Inherit What We Build*.

SIGNATURE KEYNOTES (fully customizable — no recycled decks)

AI FOR THE TRADES: FROM FEAR TO FIRST MOVER

A foundational keynote that demystifies AI, showcases real-world use cases for HVAC, plumbing, and electrical contractors, and provides a roadmap for getting started.

THE AI-POWERED MARKETING ENGINE

Learn how to build a lead-generation machine using AI-driven content, SEO, and advertising. This session is for owners who want to dominate their local market.

LEADING IN THE AI ERA: CULTURE, PEOPLE, AND PROFITS

Discover how to lead your team through technological change, attract top talent, and build a culture of innovation that embraces AI as a competitive advantage.

INTELLIGENCE OVER PLAYBOOKS: LEADING WHERE THERE IS NO MAP

The contrarian strategy keynote. Why SOPs and industry playbooks are yesterday's intelligence — and how leaders compile procedures into AI agents, free their people for judgment, and earn the client trust to do what's never been done.

FORMATS & INVESTMENT

Keynote presentation — Starting at \$15,000 • 45–90 minutes

Breakout / workshop — Starting at \$5,000 • Half or full day

Also available — podcast guest, virtual engagements, bundled multi-day packages

RECENT STAGES & FEATURES

ServiceTitan Trade Talk 2026 tour (San Diego • Seattle • Tampa) • HARDI • Daikin Accelerated HVAC Success • Service MVP with Joe Crisara • Toolbox for the Trades • Women in HVACR • Women We Admire

Book Jennifer: events@ciwebgroup.com • jenniferbagley.com/speaking — 24-hour first response

Full kit (bios, photos, tech rider): jenniferbagley.com/speaker-kit • Author of *Hands Up* — read free at jenniferbagley.com/book