



DONNA A. PETERSON

President | AI & Marketing Advisor | Relationship-Driven Growth

Donna Peterson is the President of World Innovators, a 44 year old family & women-owned B2B marketing agency. For over four decades, she has helped industrial brands navigate marketing complexities with a human-first approach. Donna is passionate about educating businesses on how AI tools like ChatGPT can streamline processes, build authentic relationships, and drive sustainable growth.

Her mission: To empower businesses with actionable AI strategies that complement traditional relationship-building tactics.

Host of:

B2B Marketing Excellence Podcast

Speaking venues:



Speaking Topics

- AI-Powered Success: Balancing Tech and Trust
- Building Relationships in a Digital World
- From Data to Decisions: Smarter Media Buying with AI
- Effective Email Marketing for Industrial Brands
- Integrating Traditional and Digital Marketing for Growth

Why Event Organizers Choose Donna

Donna brings a refreshingly honest and practical approach to AI and relationship-building, focusing on real results over hype. She educates, inspires, and equips businesses with actionable strategies they can implement immediately.

Reviews:

"Overall, my experience working with Donna was nothing short of incredibly impactful. If you are seeking a coach, mentor, keynote speaker, or group facilitator - I would highly recommend Donna for her leadership expertise and vast experience." - Jacqueline Polukort, Product Manager at GE Power

"Donna's empathy, and comprehension of industry issues make it very easy to discuss varied topics with ease and humor. I highly recommend Donna if you're looking for an intelligent, compassionate speaker who enjoys the art of great exploration on a topic." - Lisa Pistilli, VP Business Development at Lester, Inc & President of MACMA

Let's Connect

Want to educate your team, optimize your strategy or get advise on media to buy? Donna is here to help.

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