

# Iffel International Announces CEO Hema Dey as Keynote Speaker for 2026 WITOC AI Town Hall

Partnership marks the official launch of Dey's 2026 Speakers Tour ahead of her debut book

ANAHEIM HILLS, CA, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- Iffel International today announced that CEO Hema Dey, the [Forbes-recognized Top 5 AI Leader](#) and creator of the SEO2Sales™ methodology, will headline the Women in International Trade – Orange County (WITOC) 2026 AI Town Hall, taking place January 23, 2026, at Chapman University.



With AI redefining competitive advantage, leaders need actionable pathways, not theory.”

*Hema Dey, CEO of Iffel International*

The event, titled “You Are What You EEAT: Reimagining Marketing & Sales with AI for Global Growth,” serves as the first major stop on Dey’s 2026 speakers tour, which will

span international business organizations, university innovation centers, global leadership conferences, and private speaking engagements for business leaders at companies and their boards of directors in advance of her forthcoming book on AI-driven business transformation.

The WITOC partnership represents a strategic collaboration to equip executives with the clarity, frameworks, and tools needed to navigate the accelerating convergence of human and artificial intelligence. In conjunction, Dey has been appointed to the WITOC Advisory Council beginning January 2026 as WITOC’s Artificial Intelligence Strategy Advisor.

“With AI redefining competitive advantage, leaders need actionable pathways, not theory,” said Hema Dey, CEO of Iffel International. “WITOC’s AI Town Hall is the ideal place to begin this year’s tour, bringing global trade, technology, and leadership conversations together in one room.”

Dey’s speaking tour will expand on the principles behind her SEO2Sales methodology, which integrates neuroscience, AI insights, and data-driven marketing to help companies increase visibility, improve conversion rates, and scale with predictable momentum. Her upcoming book will further explore how AI is reshaping decision-making, brand credibility, and market expansion for organizations operating domestically and abroad.

## WITOC AI TOWN HALL 2026 Event Details

### “You Are What You EEAT” — Reimagining Marketing & Sales with AI for Global Growth

January 23, 2026 | 3:00 to 7 p.m. PST

Chapman University | Leatherby Center for Entrepreneurship & Business Ethics

Key elements of the program include:

- Opening remarks from WITOC Chair and Program Leader Simona Racek, WITOC partners, including Women Presidents Organization Orange County (WPO), Chapman University Schmid Center for International Business, and event sponsor Port of Los Angeles
- Keynote Address by Hema Dey: Catapulting Domestic & Global Growth with AI
- Applied Strategy Session & Interactive Panel
- Networking reception with industry innovators and global business executives

### Why It Matters

The Town Hall builds on the momentum of an October 2025 WITOC virtual masterclass led by Dey and shifts the focus from AI theory to real-world execution.

“The response to Hema’s October webinar was extraordinary and made it clear that our community is demanding real, applicable AI strategy,” said Simona Filip Racek, WITOC Chair and Simaris Trade CEO. “This in-person AI Town Hall builds on that momentum. It gives executives the practical tools, clarity, and confidence they need to compete and succeed in 2026. Partnering with Hema and Iffel International allows us to bring world-class expertise to Orange County and Southern California at a critical moment for global business.”

The town hall attendees will gain:

- A framework for balancing human intelligence with AI for sustainable business growth
- Insights on building visibility beyond Google across the expanding digital ecosystem
- A step-by-step roadmap to shape their AI-powered 2026 strategy

Attendance is limited to 70 executive participants. Registration: [witoc.org/events](https://witoc.org/events).

### About Iffel International

Founded in 2006, Iffel International is a marketing strategy firm based in Southern California

**WITOC AI Town Hall**

**You Are What You EEAT:**  
Reimagining Marketing and Sales with AI for Global Growth

Friday, January 23<sup>rd</sup>, 2026  
3:00 – 7:00 PM

CHAPMAN UNIVERSITY Leatherby Center for Entrepreneurship and Business Ethics  
4549 W Palm Ave, Orange, CA 92868

**with Hema Dey**  
CEO, Iffel International

**Why This Matters**  
Building on October’s Virtual Masterclass, this in-person Town Hall will focus on implementation and execution — equipping you with the tools, frameworks, and case studies to future-proof your 2026 strategy.

**Agenda Highlights**

- Strategic Networking
- Introductory Remarks
- **Keynote:** Hema Dey on *Catapulting Your Domestic & Global Growth with AI*
- Simulated Q&A with actionable strategies: Turn theory into tactics
- Closing reception

**Introductory Remarks**

**Simona Racek**  
WITOC Chair  
CEO, Simaris Trade

**Marisela Caraballo DiRuggiero**  
Port of Los Angeles  
Director of Trade Dev.

**Helene Blanchette**  
Schmid Center for International Business  
Director

**Debra Valle, MCC**  
Women President Organization OC  
Chapter Chair

REGISTER NOW [witoc.eventbrite.com](https://witoc.eventbrite.com)

WITOC THE PORT OF LOS ANGELES TRADE CONNECT

The event, titled “You Are What You EEAT: Reimagining Marketing & Sales with AI for Global Growth,” serves as the first major stop on Hema Dey’s 2026 speakers tour,

specializing in AI-powered sales and marketing systems, global SEO, and go-to-market strategies. The company's proprietary SEO2Sales™ methodology has earned recognition for its ability to integrate neuroscience, AI, and modern sales techniques into high-performance marketing solutions. Iffel International helps organizations adapt, scale, and grow with customized strategies rooted in data, inclusion, and impact. Learn more at [iffelinternational.com](https://iffelinternational.com).

#### About WITOC

Women in International Trade Orange County (WITOC) is a California nonprofit, volunteer-run organization proudly serving the Orange County and Southern California business and trade community since 1985. As an affiliate chapter of the Organization of Women in International Trade (OWIT)—a global network with 40 chapters worldwide—WITOC fosters international trade, advances women in business and trade, and strengthens the Southern California business community.

Cara Stewart

WunderMarx Inc.

+1 949-290-5563

[cara@wundermarx.com](mailto:cara@wundermarx.com)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/881230923>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.