

Theater director turned AI strategist Josh Penzell shares what 20 years of live performance taught him about leading when the script runs out. How do you create harmony when everyone's improvising? How do you conduct a band that's making it up as they go? The answer isn't more control — it's better rehearsal.

**Josh Penzell** is what happens when you cross a futurist, a systems strategist, and a musical theater director—and give him a prompt.

As the founder of Imagination Applied, Josh helps organizations design AI-enabled systems that behave, speak, and adapt like real collaborators, not just tools. He's the creator of TheaterThink®, a metaphor-powered framework for navigating complexity using the logic of the rehearsal room, and Human Caffeine™, a communication method built to energize clarity, attention, and action at scale.

Josh has led strategy and innovation work with organizations including Amazon Alexa, Zillow, Skillsoft, ELB Learning, and Microsoft. His sessions feel more like rehearsals than lectures—designed to break open assumptions, surface stuck behavior, and rebuild what works.

He holds degrees from Northwestern (BS), Brooklyn College (MFA in Theater), and the University of Illinois (MBA).

Curious to know more? Chat with his AI assistant at [JoshPGPT.ai](https://joshpgpt.ai)—just don't ask it to tap dance. Yet.

**FEATURED SPEAKER**  
**JOSH PENZELL**

**Rehearsing the Future:  
Finding Harmony When  
Everyone's Improvising**

**Bonus workshop  
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