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THE INVISIBLE ARCHITECT

Building Machines That Scale Without Destroying People

OVERVIEW

For 16 years, I built campaigns from behind the curtain for brands like Tony Robbins, Gary Vee, Danette May, and MrBeast. I created the systems. Someone else took the stage. This talk is about what I learned in the shadows—how to build marketing machines that scale without burning out your team.

YOUR AUDIENCE WILL LEARN

- The hidden cost of scale that nobody talks about
- How to architect campaigns that protect institutional knowledge
- Systems for reducing founder dependency without losing quality
- The 'invisible architect' mindset for operators
- Lessons from building machines behind 9-figure launches

IDEAL FOR

Operators, integrators, and behind-the-scenes builders ready to create sustainable scale—or step into the spotlight themselves.

DURATION

45-60 min keynote / 90 min session

ABOUT ANNA

16 years in direct response marketing. Clients include Tony Robbins, Gary Vee, Danette May, MrBeast.
Founder of Go! Go! Captain. Creator of Digital Gardening methodology. Mom of two.

$BILLIONS
Revenue

15+
Years

$50M+
Monthly Spend

Book this talk:
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