



## 2025 Page Annual Conference



**Rob Key**  
**Founder & CEO,**  
**Converseon**

Rob is Founder & CEO of Converseon, a leading AI technology and insights consulting firm.

Converseon transforms unstructured data (social, media, voice of customer) into "research and AI" grade through its advanced LLM powered natural language processing and advanced analytics. The firm has been well recognized for innovation and excellence, including Forrester "leader," Gartner Magic Quadrant and Dataweek's Top Innovator in Social

Data Mining.

As a Director AMEC, he is leading a global workstream to elevate unstructured data quality in partnership with the Global Data Quality Initiative, a consortium of 10 leading global market research organizations to help improve accuracy, safety and effective use of AI in media, research and social analysis. Previous to founding Converseon, he did a stint as head of the Innovations Group at Cohn & Wolfe and was a member of the WPP.com board.