

ROXANNA KASSAM-KARA

Roxanna Kassam-Kara is a business strategist and founder of Cup of Lightning, an AI enablement consultancy.

She helps teams operationalize AI in real work: refining content, accelerating analysis, and building repeatable, AI-assisted marketing systems. Her programs focus on practical adoption, governance basics, and measurable impact on quality, speed, and pipeline.

Before entrepreneurship, Roxanna held senior marketing and communications roles across a variety of sectors, including agency, CPG, nonprofit and education.

She led Marketing and Communications for a decade at Ronald McDonald House Charities Canada, where she was named one of 49 Advancing Leaders globally.

Roxanna is a lifelong communicator. She has delivered a TEDx talk, hosts two podcasts, and has contributed to media outlets across Canada including CBC, Strategy Magazine, and MTV.

Roxanna speaks on AI and the Future of Work and Seizing Opportunity in the AI Economy. She can be reached at roxanna@cupoflightning.co.

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