

REBECCA BULTSMA



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FULL BIO: COMMUNICATIONS & PR

Rebecca Bultsma is an internationally renowned keynote speaker and trainer who has worked with thousands of communication professionals across Canada and the U.S. to build confidence and capacity for integrating AI into everyday workflows. Known for making AI approachable, practical, and people-centered, Rebecca helps communicators ethically leverage AI, build brand trust, and navigate the evolving landscape of digital communication, all while keeping relationships, equity, and ethics at the forefront.

In addition to working with communications professionals, Rebecca partners with schools, districts, nonprofits, and businesses to advance AI literacy, develop responsible AI policies, and ensure ethical AI adoption that benefits everyone. She serves as the Chief Innovation Officer of Amplify & Elevate Innovation and co-hosts AmpED to 11 Podcast, a podcast exploring how AI and innovation are reshaping education and the future of learning.

A dedicated lifelong learner, Rebecca holds an internationally recognized APR designation from the Canadian Public Relations Society and a degree in Professional Communication from Royal Roads University. Rebecca contributes her expertise to several committees within Canada's Digital Governance Standards Institute and is currently advancing her research in Artificial Intelligence Ethics at the University of Edinburgh.

SPEAKER INTRO

- Holds an APR designation, a degree in professional communication, and has worked as a professional communicator for 16 years.
- AI trainer, speaker, and consultant who has trained thousands of K-12 professional communicators across North America
- Chief Innovation Officer at Amplify & Elevate Innovation based in NY, pioneering ethical AI integration in education
- Leads development of ethical AI strategies and policies for schools, businesses, and nonprofits
- Active researcher in AI Ethics at the University of Edinburgh and committee member for Canada's Digital Governance Standards Institute



HEADSHOTS

Available for download here.



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