



N. Gina Malak: Keynote Speaker & Innovation Strategist

Where decades of technical mastery meet visionary leadership — Gina Malak brings the future of healthcare and AI into sharp, actionable focus for audiences ready to lead the next era of innovation.

The Architect of Modern Healthcare Innovation

30 Years in IT

A career built on deep technical foundations — from early enterprise systems to cutting-edge digital health platforms.

20+ Years in Digital Health

Engineering solutions at the intersection of human need and technological possibility, transforming how care is delivered.

Bridging the Gap

Translating complex health data architectures into human-centered strategies that executives, clinicians, and innovators can act on.

From behind-the-scenes consultant to recognized voice of industry transformation, Gina's journey is proof that the most powerful innovations come from those who understand both the machine and the mission.

Beyond the Algorithm: The Power of AI-First Strategy

Leadership at the Frontier

As CEO of Correlate Health and Founder of Citagen, Gina operates at the bleeding edge of AI-driven business transformation — building companies that don't just adopt AI, they're architected around it.

Redefining Digital Discovery

The search landscape has fundamentally shifted. Gina is one of the foremost experts decoding the transition from traditional SEO to AI citation-based discovery — helping brands and organizations dominate the new generative search era through Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO).

- AI visibility strategy for enterprise and startups
- Generative Engine Optimization (GEO) frameworks
- Answer Engine Optimization (AEO) implementation

Signature Keynote Topics

1

The Future of Health Tech

Turning Interoperability into Impact — transforming fragmented data ecosystems into unified, patient-centered care networks.

2

AI Visibility

How to Dominate the New Generative Search Era — strategic frameworks for thriving in an AI-first discovery landscape.

3

From Vision to Venture

Building AI-Ready Companies — the operational, cultural, and technical blueprints for venture-scale innovation.

4

The Human Side of Innovation

Empathy in the Digital Health Age — why the most transformative technologies are built on deeply human principles.



Proven Track Record: Decades of Technical Mastery

Enterprise-Scale Leadership

Gina has delivered strategic results at some of the most demanding institutions in American healthcare and public health — including **Houston Methodist**, the **CDC**, and **Blue Cross Blue Shield**. Her work spans system architecture, data governance, and large-scale digital transformation programs.

30+

Years in IT

16

Solutions Implemented

Technical Depth That Commands Respect

Hands-on mastery of the standards that define modern health data exchange: **FHIR**, **HL7**, and **TEFCA** — the building blocks of a truly interoperable healthcare system. With 16 healthcare solutions successfully implemented across major organizations, Gina's impact is measurable and enduring.

20+

Years in Digital Health

3

Major Orgs Led

Impact Through Leadership



Atlanta Mayor's LGBTQ Advisory Board

Appointed member advancing health equity initiatives, ensuring underserved communities have a voice in civic health policy and urban planning decisions.



City of Los Angeles Recognition

Recognized for outstanding contributions to fostering innovation, culture, and entrepreneurial growth across one of the nation's most dynamic metro economies.



Digital Media Pioneer

Awarded for building digital media platforms that spotlight entrepreneurship and amplify the stories of innovators who are reshaping industries from the ground up.

The Media Impact: A Trusted Voice in Tech

Gina Malak has earned her place among the most sought-after voices in AI, healthcare technology, and digital transformation. Her first major keynote secured with **Google** set the tone for a media presence defined by credibility, clarity, and command of the subject matter.

As a featured advisor on AI business transformation and digital strategy, Gina consistently bridges the divide between deep technical complexity and executive vision — making her an ideal thought partner for boards, C-suites, and innovation labs alike.

Why Media Trusts Gina

- Translates AI complexity into boardroom clarity
- Grounded in real enterprise implementation
- Keynote debut with Google
- Advisor on AI strategy and digital transformation
- Expert perspective on health data and innovation policy

What Audiences Say

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"Gina has a rare ability to take the most complex health-tech frameworks and make them not just understandable — but actionable. Our leadership team left with a clear roadmap."

— **Conference Attendee,
Health Innovation Summit**

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"The depth of technical knowledge combined with genuine empathy for the human side of healthcare made this one of the most impactful keynotes we've ever hosted."

— **Event Organizer, Digital
Health Forum**

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"Gina empowered our team to stop fearing AI disruption and start leading it. She turned bold ideas into measurable ROI strategies we could implement immediately."

— **Executive Attendee,
Corporate Innovation Retreat**

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Partner with Gina Malak

Keynote Speaking

Tailored keynotes designed for conferences, corporate retreats, innovation summits, and industry forums. Each engagement is customized to your audience's goals and sector context.

Fractional Advisory

Strategic advisory services for organizations navigating AI adoption, health data transformation, and digital-first business model design — without the overhead of a full-time hire.

Founder Coaching

Expert coaching and mentorship for founders turning bold ideas into venture-ready companies. From concept validation to investor narrative — Gina accelerates the journey.

Let's Turn Ideas Into Action

Whether you're looking to inspire your organization, accelerate your AI strategy, or transform a vision into a venture — Gina Malak is ready to partner with you. Every engagement is an opportunity to shape the future of technology, healthcare, and human potential.

Book a Speaking Engagement

Conferences, summits, corporate retreats, and innovation forums — tailored for your audience and goals.

Advisory & Strategy

Connect for fractional advisory, AI adoption roadmaps, and innovation strategy partnerships.

Start the Conversation

Visit **ginamalak.com** to explore engagements, review past keynotes, and reach out directly.

Book Gina Malak

Learn More