

# Chris Matthews

## AI Strategist, Speaker & Author

*Teaching business owners where to start with AI, and how to implement it.*

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Most business owners know AI matters. Very few know where to start. Chris Matthews is the speaker who changes that.

Chris built and scaled a national healthcare chain from the ground up, selling it to a private investment firm in 2023, just as the AI wave was breaking. He has an engineering and IT background and more than a decade of hands-on AI experience, including deploying predictive models in clinical settings before AI was fashionable. He now delivers clear, actionable playbooks using his proprietary SSAMM Method™.



## **Standing at the bottom of Niagara Falls with a teacup**

That is how most business owners feel about AI today. Too much volume, hitting too fast, with no obvious way to drink from it. Through clear stories and practical analogies, Chris turns that overwhelm into a competitive advantage. The point is not to drink the whole waterfall. The point is to fill the teacup that matters most for your business this quarter.

## **Most owners are not short of AI tools. They are short of an order to do them in.**

The audiences Chris speaks to are smart, busy, and already paying for three or four AI subscriptions. None of that is the problem. The problem is sequencing. Which use case first, which one second, which one to ignore. The SSAMM

Method™ is the order. Simplify the process, systemise it, automate the right step, monitor the result, manage the people. In that order. Skip a step and the whole thing breaks.

## Why book Chris

- **Operator credibility, not consultant theory.** Chris built and exited a national healthcare chain. He speaks from the owner's chair, not the advisor's seat next to it.
- **A decade of hands-on AI before it was fashionable.** Predictive models in live clinical settings, real data, real outcomes. He has been doing this since long before ChatGPT made it a dinner-party topic.
- **A proprietary framework that audiences can use on Monday.** The SSAMM Method™ (Simplify, Systemise, Automate, Monitor, Manage) gives delegates a sequence, not a slogan.
- **Sector range without losing sector depth.** Healthcare, construction, legal, insurance, family offices, professional services. The SSAMM Method™ sits underneath all of them.
- **Audiences leave with a plan, not a buzz.** Every session ends with a scorecard, a sequence and a first-90-days starting point. Sceptics walk in. Adopters walk out.

## Signature talks

### *Where to start with AI when everything is on fire*

The keynote. A 45 to 60 minute session for owners and senior leaders who know AI matters and have no idea what to do next. Built around the SSAMM Method™. Ends with a scorecard delegates fill in during the talk.

### *The Niagara Falls problem and the teacup that matters*

A faster, story-led version for after-dinner slots and panel introductions. Same framework, less detail, more contrast. Designed to land the central idea in 20 minutes and leave the room debating it over coffee.

### *AI without losing the human touch*

A session for sectors where the human relationship is the product: healthcare, professional services, advisory, high-trust B2B. How to use AI to enhance human talent, not replace it, and where the line sits in your business.

## What audiences walk away with

- A practical scorecard for spotting their highest-impact AI opportunities.
- A step-by-step system to pilot, scale and measure AI projects.

- A first-90-days starting point they can run without a consultant.
- Confidence that they can start small and move fast.

## **Audiences and formats**

Chris is most effective in front of business owners, senior leadership teams and operator-led audiences. Past sessions have run for SME owners, family office principals, insurance broker forums, healthcare and dental groups, construction firms, legal services, and professional services leaders, across the UK, Europe and the US.

Formats include keynote (30 to 60 minutes), fireside chat, after-dinner talk, half-day workshop, and private executive briefing for boards or leadership teams. The SSAMM Method™ sits underneath all of them. The framing flexes to the audience.

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*“AI does not replace good operators. It removes the excuses for being a bad one.”*

Chris Matthews

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## **Booking and contact**

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LinkedIn: [linkedin.com/in/christheaiguy](https://www.linkedin.com/in/christheaiguy)

Handle: @christheaiguy on LinkedIn, X and YouTube

Reply with a date and a brief, and I will hold the slot for two weeks.