

NCRLA HOSPITALITY



A.I. SUMMIT
RALEIGH



MONDAY, AUGUST 10 | 9 AM
McKimmon Center

Kelley O'Brien

Growth Marketing Lead
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Kelley O'Brien is the Growth Marketing Lead at Farlow+Co and a digital marketing leader with more than 16 years of experience across social media, digital transformation, analytics, and emerging technology. She has led work for brands including Krispy Kreme, P.F. Chang's, and Checkers & Rally's, building high-performing teams, launching digital platforms, and driving growth.



Kelley is especially passionate about AI's evolving role in marketing, search, content, and consumer trust. She is earning her Master of Management in Marketing Analytics from NC State University, with one semester remaining, and brings studies, certifications, and hands-on experience in artificial intelligence and AI-driven marketing