



YASHA STERLING

OFFICIAL BIOGRAPHY PACK

AI & IDENTITY STRATEGIST • DIGITAL INNOVATION LEADER

MEDIA USAGE

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MEDIA & SPEAKING INQUIRIES

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APPROVED BIOGRAPHY 01

50-Word Bio

Event programs • Quick introductions • Social and event listings

Yasha Sterling is an AI & Identity Strategist, global keynote speaker, researcher, author, and founder of the Yasha Sterling Institute. Her work explores how identity infrastructure, leadership, and human potential shape trust, resilience, and success in the age of artificial intelligence.

APPROVED BIOGRAPHY 02

100-Word Bio

Speaker pages • Podcast descriptions • Short media profiles

Yasha Sterling is an AI & Identity Strategist, global keynote speaker, researcher, author, and founder of the Yasha Sterling Institute. With more than two decades of experience in technology and digital innovation, she develops original frameworks, publications, and experiences that help leaders understand the human systems beneath AI transformation. Her work centers on identity infrastructure, technology resilience, AI governance, leadership, and expanding access to technology for girls and women of color. She is also a doctoral scholar in Information Technology with a concentration in Artificial Intelligence.

250-Word Bio

Conferences • Publications • Interviews

Yasha Sterling is an AI & Identity Strategist, global keynote speaker, researcher, author, and founder of the Yasha Sterling Institute for AI, Identity & Human Potential. With more than two decades of experience in technology, digital strategy, web development, and innovation, she brings an uncommon combination of enterprise perspective, original research, and mission-driven leadership to the AI conversation.

Her work examines a central question: what must organizations and individuals build beneath technology so people can trust, adapt, contribute, and thrive? Through frameworks including the Sterling Identity Infrastructure Model™, identity metrics, AI governance concepts, and technology-resilience models, she helps translate emerging technology into practical systems for leaders, institutions, educators, and communities.

Sterling is also the creator of Phenomenal Phutures, an initiative helping girls of color see themselves in technology through identity development, mentorship, learning experiences, and exposure to emerging fields. She is an author, board and advisory leader, and doctoral scholar in Information Technology with a concentration in Artificial Intelligence.

Full Executive Biography

Executive features • Board profiles • Awards • Long-form media introductions

Yasha Sterling is an AI & Identity Strategist, digital innovation leader, global keynote speaker, researcher, author, and founder of the Yasha Sterling Institute for AI, Identity & Human Potential. With more than two decades of experience spanning technology, digital strategy, web development, innovation, and enterprise transformation, she has built a career at the intersection of technological change and human possibility.

Sterling's work is grounded in a central question: What must organizations and individuals build beneath technology so people can trust, adapt, contribute, and thrive? As artificial intelligence increasingly reshapes how people work, lead, learn, and make decisions, she examines an often-overlooked dimension of transformation: the human infrastructure required to navigate technological change successfully.

Her research and thought leadership explore the relationship among artificial intelligence, identity, technology resilience, leadership, governance, and human potential. Through original frameworks and models—including the Sterling Identity Infrastructure Model™, identity metrics, AI governance concepts, and technology-resilience models—Sterling translates complex technological change into practical systems for leaders, institutions, educators, organizations, and communities.

At the center of this body of work is the belief that successful AI transformation requires more than deploying intelligent systems. It also requires understanding what happens to confidence, agency, professional identity, belonging, trust, and perceptions of human value as intelligence and expertise are increasingly shared between people and machines. Her work challenges organizations to consider the human systems beneath adoption and to build environments in which people are equipped not simply to use emerging technology, but to evolve alongside it.

Sterling extends this thinking through the Yasha Sterling Institute for AI, Identity & Human Potential, a platform for research, frameworks, publications, and experiences examining the evolving relationship between technology and humanity. The Institute brings together her work across AI, identity infrastructure, leadership, human potential, and the future of work while creating a home for the intellectual frameworks that underpin her research and practice.

FULL EXECUTIVE BIOGRAPHY / CONTINUED

Her commitment to human potential also extends to the next generation of technology leaders. Sterling is the creator of Phenomenal Phutures, an initiative designed to help girls of color see themselves in technology through identity development, mentorship, learning experiences, and exposure to emerging fields. The work reflects her conviction that access alone is insufficient: young people must also develop the confidence, identity, and sense of possibility required to imagine themselves as builders, innovators, and leaders in technology.

Across her career, Sterling has combined enterprise technology experience with research, speaking, writing, mentorship, and community leadership. She serves in board and advisory capacities and contributes to conversations about leadership, innovation, technology access, and the changing nature of work. As a speaker, she brings together enterprise experience and original thought leadership to help audiences understand not only what technology is changing, but what people and organizations must become in response.

Sterling is also a doctoral scholar in Information Technology with a concentration in Artificial Intelligence, extending her professional practice through rigorous study of emerging technology and its implications for people, organizations, and society. Her scholarship complements a broader body of work dedicated to developing practical, human-centered approaches to AI transformation.

Whether working with executives, institutions, emerging leaders, or the next generation of technologists, Sterling's focus remains consistent: ensuring that technological progress expands rather than diminishes human possibility. Her work positions identity not as a byproduct of transformation, but as part of the infrastructure required to sustain it.

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