



UNLOCK THE POWER OF AI FOR DISTRIBUTORS

Book Benj for Your Next Event



ABOUT BENJ COHEN

Benj is the Founder and CEO of Proton.ai. Benj learned about distribution firsthand at Benco Dental, a family business started by his great grandfather. He graduated Harvard University with a degree in Applied Math. Proton.ai is on a mission to optimize distributors' sales operations. So far, it seems to be working. Leading distributors like R.S. Hughes, MSC, and Palmer Donavin trust Proton.

Through speeches, courses, and workshops, Benj challenges distributors to think big. By highlighting the benefits of cutting-edge technology like AI, Benj helps distributors innovate and modernize their processes to catapult revenue growth, reclaim market share, and succeed across all sales channels.

MOST REQUESTED TOPICS

1

Making AI Your Competitive Advantage

AI created the winners and losers in many B2C markets - fueling the rise of Amazon, Netflix, and Spotify. Learn what AI is, and why it matters. Deep dive into how giants like Amazon drive success with AI and specific lessons distributors can learn and apply to their business.

2

Improving Your Customer Experience with AI

Learn how B2B buyers' expectations have changed, and how distributors can adapt. Discover how leaders in distribution delight their buyers with personalized, omnichannel experience, and steps you can take to make superior experience your competitive advantage.

3

Distributors' Field Guide to Fueling eCommerce Growth

Learn what buyers expect from distributors online. Discover the steps distributors can take today to offer the same experience online as they do across other sales channels to boost online sales and drive customer loyalty.

4

The Distributor's Guide to Leveraging AI for Growth

In a recent McKinsey survey, 79% of respondents agreed that AI adoption helped increase revenue. Learn the basics of AI all the way up through adopting it within your business. Understand the different use cases for AI in B2B, the kind of sales outcomes distributors can expect, and how to successfully introduce it to your business.

WHAT AUDIENCES SAY



“Benj’s contagious enthusiasm – paired with thought-provoking content – has inspired numerous billion-dollar distribution leaders to level up their sales strategies with AI.”

Trish Lilly
Executive Director, NAW AEC



“Benj brings a unique vision of how advanced technology and AI fit practically in traditional wholesale distribution. He has much to impart to any audience of distribution execs and operators.”

Jonathan Bein
Managing Partner, DSG



“Benj’s unique ability to connect with the audience, deep industry knowledge and panel moderation helped attendees understand what can often be a complex and jargon-heavy topic.”

Tom Gale
CEO, MDM



READY TO BOOK BENJ FOR YOUR NEXT EVENT?

Get in touch with Dasha:

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