



2026 Page Exchange Conference



Killian MacDonald, AI Business Solutions Lead for Europe, APCO

Killian MacDonald is a narrative futurist specializing in data-driven storytelling and business intelligence. As APCO's AI Business Solutions lead for Europe, based in Scotland, Killian leverages cutting-edge foresight methodologies and advanced analytical tools to help clients uncover emerging trends, anticipate challenges and craft strategies

for sustainable success in complex markets.

Her prior role as deputy chief of staff in the Office of the Executive Chairman and chair of the firm's North America DEI Council honed her expertise in executive advisory, multicultural VIP stakeholder engagement and the operationalization of new service offerings, notably in the development of international advisory boards. She has a versatile background working with clients across cultural heritage, tourism, NGOs and consumer brands, augmented by her on-the-ground experience in markets such as China, India, Saudi Arabia and the U.S.

Her earlier career includes roles at the U.S. Department of State's Office of Religion and Global Affairs and the U.S. Department of Homeland Security's protocol team.