



**JULIO
ZELAYA**

TESTIMONIALS

JULIO ZELAYA

December 2024



ENGLISH VERSION

World-Class Testimonials

Marshall Goldsmith

"All In! delivers an invigorating guide to not just playing the game of life, but truly living it. This book is an authentic call to action, urging us to embrace the fullness of our potential and to navigate life's challenges with courage and purpose. Zelaya masterfully converges storytelling with practical wisdom, providing a roadmap to personal and professional triumph. For anyone standing at the crossroads of decision, All In! is a powerful companion, inspiring you to bet on yourself and win. I wholeheartedly recommend this book to those ready to commit to their journey wholeheartedly and live a life without regrets."

— **Dr. Marshall Goldsmith, Thinkers50 #1 Executive Coach | New York Times Bestselling Author**

Kevin O'Leary "Mr. Wonderful"

"Hey, Mr. Wonderful here, and I want to do a really big shout-out for Julio Zelaya. Why? He's launching a brand new platform. It's called ¡CON TODO!. It's a book. It's really an interesting platform. It's a podcast. It's a vlog. And the idea is around motivation. Now, I don't care who you are, what you do. Every day is a new day and you've got to be motivated. This happens to all of us, particularly entrepreneurs, because entrepreneurship is not a destination—it's a journey. You have to do it every day. And that's the pursuit of anything, any purpose in life. So Julio is really focused on motivating people on his new platform. So check it out. ¡CON TODO!. I don't care if you read the book, the podcast, the vlog. It's all part of the same mission. I like guys that are motivated to really get up in the morning and help others get the same motivation. And that's what Julio does. That's why I'm doing the shout-out. I support the journey, but you got to be motivated every day. And it ain't easy. Everybody knows that. So check it out. ¡CON TODO!. Take care, my friends."

— **Kevin O'Leary "Mr. Wonderful", Canadian Businessman, Investor & Television Personality | Shark Tank**



Verne Harnish

"Practical, applicable, and inspirational. The Voyage: The Power of Entrepreneurship is a must read."

— **Verne Harnish, Founder of EO (Entrepreneurs' Organization) | Author of Scaling Up (Rockefeller Habits 2.0)**

Rowan Gibson

"In a world of hyper-accelerating change and digital transformation, every organization needs a catalyst - and this book provides it! Julio Zelaya describes exactly what's required to speed up the transition process so that you and your organization can make sure you're changing as fast as the world is changing! What's most refreshing, though, is that Julio writes in a warm and masterful style that never loses sight of our humanity and that takes storytelling to a whole new level. So, if you're looking for a way to make sense of today's rampant change and accelerate transformation in your own business - and in your life! - look no further than CATALYST."

— **Rowan Gibson, Global Innovation Expert | Bestselling Author | Called "the maestro of business innovation" by Forbes**

Ismael Cala

"Julio is a pleasure, but in capital letters. It's listening to you, learning from you, knowing all this knowledge and all this wisdom."

"Someone who has captivated me with his books... among so many books I have pending to read, when I find one like this I say: 'Oh, this one goes to the top of the list now,' it fascinates me."

— **Ismael Cala, Former CNN en Español Host | Called "The Latino Larry King" by The New York Times**



Business Leaders

Eduardo Cruz

"I have known Julio for several years, during which he has helped us with planning efforts, change management, and organizational transformation. This book is pure him: personal and genuine. It shows us basic concepts of change management while applying them to David's personal life. Easy to read with clear concepts. A great book recommended for both professional and personal life."

— Eduardo Cruz, Executive President, Grupo Humano | MBA Georgia Tech | MPA Harvard Kennedy School | Edward S. Mason Fellow

Juan José Gutiérrez

"I have read many books of this type and The Voyage: The Power of Entrepreneurship seems very illustrative, practical, and very realistic to me. There are great lessons in it and many things that anyone can easily put into practice. It is a book written not by a book writer, but by someone who is sharing his life experience with others. I have identified with him a lot. Personally, I would have loved and found it very useful to be able to read it 20 years ago, because surely after reading it I would have done many things differently than how I did them."

— Juan José Gutiérrez, President, Corporación Multinversiones (CMI) | One of Central America's largest conglomerates

Carlos Enrique Mata Castillo

"Indispensable for anyone who wants to start a business, run a company, or achieve their dream. Julio has great experience and gives us a practical guide that applies to everyone."

— Carlos Enrique Mata Castillo, CBC (Central America Bottling Corporation)

Authors & Thought Leaders

Bill Lightfoot, Ph.D.

"Having watched Julio grow and regrow his businesses over the past 10 years, I can honestly say that this book is a testimony to one of the brightest minds of the 21st century who is redefining success."

— **Bill Lightfoot, Ph.D., Managing Director, Village Inc. Africa, Tanzania | Dean, Westcliff University College of Business**

Amazon Reviews

"Very good content and supported with real cases."

— **Verified Amazon Reader**

"Masterful! Entertaining yet profound. Light yet exhaustive. Anecdotal yet strongly grounded. Fluid yet structured. Definitely a masterful work by an author who demonstrates in every paragraph a sincere passion and a serious commitment to his message."

— **Verified Amazon Reader**

Social Media Testimonials

"Thank you Julio Zelaya for sharing your gifts and talents to help us become better people and professionals. Watching this video connects me with the trainings I took with you a few years ago; they have helped me just by considering a change in strategy and optimizing time through action. Success!"

— **Lourdes Peguero Alfonseca, LinkedIn**

"Excellent capsule, Julio Zelaya. You definitely do it with a lot of heart and creativity!"

— **Howard Stanley García Alarcón, LinkedIn**

"It has been an iconic moment in my life [...] meeting great speakers like Marshall Goldsmith has left me with a lot of knowledge to apply. Thanks to Julio Zelaya (through Bright Domino) for being able to share with great speakers, mentors and colleagues. Great experience, recommended."

— **José Ignacio, LinkedIn (WOBI Event)**

"A very special time sharing with Julio Zelaya — thank you for inspiring me to dream big."

— **Anonymous participant, Facebook**

CO-AUTHORSHIPS & STAGES

Co-authorship with Global Figures

Steve Forbes — SuccessOnomics (Chairman and Editor-in-Chief of Forbes Media)

Brian Tracy — Transform (Motivational speaker and author of 70+ books)

Shared Stages

He has shared keynote speaker stages with:

Marshall Goldsmith — Thinkers50 #1 Executive Coach

Dave Ulrich — University of Michigan Professor, RBL Group Founder

Peter Diamandis — XPRIZE and Singularity University Founder

Mark Victor Hansen — Co-creator of Chicken Soup for the Soul

Henry Cloud — Bestselling author and psychologist

Sir Ken Robinson — Internationally recognized creativity expert



TOP 5 FOR SOCIAL MEDIA

1. Marshall Goldsmith (USA/Global Market)

"Zelaya masterfully converges storytelling with practical wisdom, providing a roadmap to personal and professional triumph. I wholeheartedly recommend this book."

— **Dr. Marshall Goldsmith, Thinkers50 #1 Executive Coach, NYT Bestselling Author**

2. Kevin O'Leary (USA/Entrepreneurs)

"I like guys that are motivated to really get up in the morning and help others get the same motivation. And that's what Julio does."

— **Kevin O'Leary "Mr. Wonderful", Shark Tank**

3. Verne Harnish (Corporate/Scale-ups)

"Practical, applicable, and inspirational. A must read."

— **Verne Harnish, Founder of EO, Author of Scaling Up**

4. Rowan Gibson (Innovation/Transformation)

"Julio writes in a warm and masterful style that never loses sight of our humanity and takes storytelling to a whole new level."

— **Rowan Gibson, Author of The 4 Lenses of Innovation, "The maestro of business innovation" — Forbes**

5. Ismael Cala (Hispanic Market)

"Julio, it is truly a pleasure—in every sense of the word—to listen to you, learn from you, and take in all the knowledge and wisdom you share."

— **Ismael Cala, "El Larry King Latino" (The New York Times), Ex-CNN en Español**



Category	Amount	Key Figures
World-Class Thought Leaders	5	Marshall Goldsmith, Kevin O'Leary, Verne
Business Leaders	3	Juan José Gutiérrez (CMI), Eduardo Cruz
Authors/Experts	3	Bill Lightfoot PhD, Bill Maxwell, Peter
Amazon Reviews	5	Verified readers
Social Media	4	LinkedIn & Facebook
TOTAL	20	

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