

 JULIO ZELAYA

# DESIGN THE MOMENT. WIN THE OUTCOME.

Helping organizations make the decisions that define what comes next.



*Julio Zelaya*

Spanish & English Keynotes



“You don't have a talent problem. You have a connection gap.”

# ABOUT JULIO ZELAYA

Keynote Speaker | AI Expert | EdTech Entrepreneur | Bilingual International Speaker | Amazon #1 Bestselling Author

**Julio Zelaya is President and CEO of Julio Zelaya & Company, Academic Director and Faculty Member at the University of Pennsylvania, and Senior Principal at The RBL Group.** A renowned serial EdTech entrepreneur, artificial intelligence expert, and distinguished bilingual international speaker fluent in Spanish and English, Julio has worked with more than 125,000 leaders every year across 30+ countries.

Some people teach transformation. Julio has spent his life engineering it through **AI, education, and organizational learning.**

As a pioneer in digital education, Julio **co-founded Escolaris and Bright Domino**, demonstrating practical expertise in implementing educational technology at scale. Through **Julio Zelaya & Company**, he helps leaders and organizations turn rigorous thinking into decisions they can apply under pressure, while his work at the **University of Pennsylvania and The RBL Group** advances digital transformation, organizational learning, and AI-powered learning solutions.

- 5 Amazon **#1 Bestsellers**
- **125K+ People Trained Yearly**
- **50+ Multinational** Clients
- **20+** Years of Experience



## THE WHY: BRAND MISSION

# High-stakes moments don't fail because leaders aren't capable.

They fail because the moment itself isn't set up to support good decisions.

When structure is present, alignment follows. When it isn't, even experienced teams struggle. But when decisive moments are designed intentionally, everything changes.

### Priorities

snap into focus.

### Decisions

move forward instead of looping.

### Leaders

stop reacting and start steering.

That shift is what this work is designed to create.

THE PROMISE

# WHAT CHANGES WHEN THE MOMENT IS DESIGNED

Once leaders experience this, they stop reacting to pressure. They start designing the moment instead.

## Teams

Priorities become clear. People stop talking past each other. Work moves forward instead of getting revisited.

## Leaders

Decisions get easier to make. Pressure stops hijacking judgment. Confidence comes from knowing what matters.

## Organizations

Execution accelerates. Alignment replaces urgency. Momentum carries into the next decision.



## WHY JULIO:

Julio brings rigorous thinking into real decisions — ideas that are valuable only if people understand them, and useful only if they can apply them under pressure.



**KEYNOTE TOPICS**

# Signature **Keynotes**



## DESIGNED TO WIN

For moments when the decision defines what comes next.

Helps leaders structure high-stakes decisions so clarity replaces confusion and action replaces delay.

**Audience**

Executive Teams

Boards

Strategic Offsites

### OUTCOMES

- ▶ Clear priorities when everything feels urgent
- ▶ Confident decision-making under pressure
- ▶ Forward motion without friction

**Formats**

Keynote

Leadership Offsite

Strategic Retreat



## THE AI-CONFIDENT LEADER

For moments when technology changes the conversation.

Equips leaders to lead through AI-driven disruption with clarity, confidence, and practical tools.

**Audience**

Executives Navigating Digital Transformation

Innovation Teams

### OUTCOMES

- ▶ Clarity on what matters now vs. later
- ▶ Confidence to lead AI conversations
- ▶ A balanced lens on tech and human thinking

**Formats**

Innovation Summits

Industry Events

Executive Programs

# Signature Keynotes



## LEADING AT THE SPEED OF CHANGE

For moments when alignment determines execution.

Shows how to move from discussion to decision even in fast-changing environments.

### Audience

Growth-Stage Teams

Transformation Leaders

Enterprise Execs

### OUTCOMES

- ▶ Rapid alignment across teams
- ▶ Fewer decision loops
- ▶ Clear, fast execution paths

### Formats

Company-Wide Meetings

Team Retreats

Change Initiatives



## THE HUMAN ADVANTAGE

For moments when behavior and presence shape the result.

Explores how leadership presence, clarity, and behavior influence outcomes under pressure.

### Audience

Culture Leaders

People Managers

High-Stakes Decision-Makers

### OUTCOMES

- ▶ Stronger presence under pressure
- ▶ Grounded clarity in tough moments
- ▶ Better outcomes through human-centered leadership

### Formats

Leadership Programs

Offsites

Client-Facing Team Events

# The Decisive Moment Method

A practical way to bring order to moments that decide what happens next.



## Diagnose the Moment

Get clear on what's actually at stake, what must be true for success, and where friction is coming from.



## Architect the Experience

Design the right setting for the decision. An offsite. A sprint. A keynote. A working session. The format fits the stakes.



## Execute with Proof

Leave with decisions made, priorities set, and next steps that hold. The work doesn't disappear after the event.

Once leaders experience this, they stop reacting to pressure.

**They start designing the moment instead.**

## INDUSTRIES WE SERVE

A selection of the sectors Julio partners with — including, but not limited to, the following:

▶ **Consumer Goods & Retail**  
Kellogg's · PepsiCo · Walmart · Henkel  
*Humanizing digital-first collaboration*

▶ **Financial Services & Development**  
World Bank · USAID  
*Trust in high-stakes environments*

▶ **Energy & Industrial**  
ExxonMobil · Chevron  
*Empathy under pressure, digital transformation*

▶ **Education**  
Harvard · Penn · MIT · Westcliff  
*Building AI literacy across campus functions*

▶ **Pharmaceuticals & Healthcare**  
Novartis · Abbott · Merck  
*Building trust in high-stakes environments*

▶ **NGOs**  
World Vision · Save the Children  
*Mission-driven teams, precision communication*

# TESTIMONIALS



**Julio delivers storytelling and wisdom that moves leaders.**



**Dr. Marshall Goldsmith**

Thinkers50 #1 Executive Coach ·  
NYT Bestselling Author



**I like people who are motivated to get up in the morning and help others get the same motivation. That's what Julio does.**



**Kevin O'Leary "Mr. Wonderful"**

Investor & TV Personality · Shark Tank



**A testimony to one of the brightest minds of the 21st century — someone who is redefining success.**



**Dr. William (Bill) Lightfoot**

Dean, Westcliff University College of Business ·  
Managing Director, Village Inc. Africa



**"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



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



**Ismael Cala**

Former CNN en Español Host · "The Latino Larry King" (The New York Times)



**Indispensable for anyone who wants to start a business, run a company, or achieve their dream — a practical guide that applies to everyone.**



**Carlos Enrique Mata Castillo**

CBC (Central America Bottling Corporation)

[juliozelaya.com](https://juliozelaya.com)

# Ready to Design the Moment?

The moments that shape the future deserve more than habit and hope. **They deserve intention.**

[Partner with Julio →](#)

