

JEN BUCK

Award-Winning Keynote
Speaker, 5X Best-Selling
Author, 10 Books, C-suite
Veteran, Awarded Top 100
Speakers to Watch in 2024
and 2025



MEDIA KIT

As one of today's most electrifying voices in leadership, Jen Buck doesn't just inspire audiences—she ignites transformation. Her high-octane keynotes fuse energy, strategy, and neuroscience to activate leaders who strengthen culture, elevate engagement, and accelerate performance at every level. When Jen takes the stage, impact isn't just felt—it's unleashed.

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Hey! I'm Jen Buck.

I began the first decade of my career in a startup environment, helping to launch a billion-dollar, award-winning global brand while serving in a leadership development and training role. Since then, I have spent the past 27 years as an award-winning professional Keynote Speaker, delivering over 10,000 programs and impacting more than a million people around the world. As a five-time best-selling author with ten books, the host of a television show broadcast in 50 countries, and the creator of a podcast that celebrates female leaders making a difference in their communities, I remain deeply committed to creating lasting, meaningful impact.

Throughout my career, I have consistently built bridges across industries and communities, championing collaboration, unity, and strategic partnerships. As a C-suite veteran—having served as Chief Operating Officer, Chief Communications Officer, and Chief of Staff for three U.S. Congressional campaigns—I understand the power of uniting diverse voices around a shared vision. Additionally, founding a nonprofit that supported 48,000 people in need reinforced my belief that meaningful change is built through collective action and compassionate leadership.

My programs are high-energy, fast-paced, and designed to help leaders thrive in ever-evolving, high-intensity environments. I specialize in helping organizations cultivate high-performing emerging leaders through keynotes, training, and coaching, with a focus on navigating proximity to influential partners and leveraging strategic positioning. Through my IMPACT framework, I equip leaders to build high-functioning, unified teams capable of leaving a lasting legacy.

With an inspiring and practical message, I know how to get audiences on their feet—sometimes even dancing!—and fired up about creating real, sustainable change in their teams, their organizations, and their lives. Together, we build bridges that strengthen leadership, foster collaboration, and empower individuals to thrive at every level.

Jen brings over 30 years of experience

working with the biggest brands in the world to transform their teams and increase their impact.



"Jen is a breath of fresh air! She comes from unexpected places with a call to action that is moving and important. What a compelling storyteller!"

- Ginny Clarke, Vice President at Google



This is *why* investing in your leadership impact matters.



- Developing the next generation of leaders is the top challenge for the majority of CEO's
- 63% of millennials believe they aren't being fully developed as leaders by their employers for management positions
- 83% of businesses say it's important to develop leaders at all levels. Yet less than 5% of companies have implemented leadership development across all levels
- 47% of CEO's surveyed predict there will be a shortage of leadership or executive-level skills in the future
- 44% of leaders feel worn out and used up and plan to move to a new company in order to advance their careers

"Jen is always at the top of her vocation, a great partner to work with and just a joy to be around. I recommend Jen to any of my clients and just wish I could clone her and have about five more to work with! There is no limit to what she can do!"



- Adam Elliott, Senior Training Consultant

KEYNOTES

Jen Buck's keynotes are impactful because they deliver transformative experiences that ignite mindset shifts, equip audiences with actionable strategies, and inspire lasting change. Each session is thoughtfully crafted to meet individuals where they are — whether they're emerging leaders, seasoned executives, or those striving to make a greater impact. Jen blends dynamic storytelling, practical tools, loads of fun interaction, and relatable insights to empower attendees to lead authentically, build resilience, foster innovation, and create positive, sustainable change within their organizations and communities. Through her energetic and engaging style, participants leave not only inspired but also prepared to take immediate, meaningful action that drives both personal growth and organizational success. (Fair warning: dancing and singing is often experienced!)



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KEYNOTE



THE IMPACT EFFECT

Creating Moments That Stick and Movements That Last

Today's employees, members, donors, and volunteers expect more than information—they crave meaning, belonging, and experiences that make them feel connected to something bigger. With attention spans shrinking and engagement competing across every platform, the margin for “forgettable” has completely disappeared. In this dynamic, high-energy keynote, Jen Buck reveals how organizations can cut through the noise and deliver Impact that resonates on every level. Blending brain-based strategies, powerful storytelling, and interactive experiences, Jen shows leaders how to spark connection, elevate participation, and transform everyday moments into extraordinary ones that strengthen the entire community.

Drawing from 27 years of experience with Fortune 500 companies, associations, and global brands, Jen shares the science behind what makes an experience stick—and the practical tools to make it happen. She unpacks how emotion acts as a highlighter in the brain, why novelty drives engagement, and how to design moments people replay and talk about long after the conference is over. With her signature mix of energy, humor, and unforgettable participation (yes—even singing and dancing on stage!), Jen delivers more than ideas—she delivers an experience that unites, energizes, and amplifies collective Impact.

Impact Starts with Insight

Discover what truly captivates human beings and how to create experiences that stick. When you understand the brain behind belonging, you can transform passive employees, members, donors, and volunteers into passionate ambassadors.



The Science of Impact

Leverage brain-based strategies that harness attention, evoke emotion, and turn information into unforgettable experiences. When you align with how the brain naturally engages, your people don't just listen—they connect, remember, and return.



Moments that Matter

Create sticky, high-impact strategies that transform gatherings into shared experiences your people can't stop talking about. These aren't just highlights—they're the emotional anchors that strengthen community and fuel engagement long after the event ends.



[**CLICK HERE TO VIEW JEN'S SPEAKER DEMO REEL**](#)

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MAVERICKS, RENEGADES & IMPACT MAKERS

The Mavericks, Renegades & Impact Makers keynote has the power to profoundly transform audiences by igniting a fresh perspective and a bold approach to leadership. This session equips participants with actionable insights and strategies to elevate their leadership impact and effectiveness. By emphasizing the power of purpose-driven leadership, attendees gain clarity on aligning their actions with meaningful outcomes, fostering a culture of innovation, resilience, and growth within their organizations. This transformative experience inspires leaders to embrace their roles as catalysts for positive change, empowering them to build stronger teams, drive significant progress, and leave a lasting impact in their spheres of influence. The Mavericks, Renegades & Impact Makers keynote serves as a powerful catalyst for both personal and professional growth, creating a ripple effect of transformation that extends well beyond the event itself.

"I've worked with Jen multiple times with a large variety of clients. Today, she is my "go to" for motivational speaking and leadership development. There's no one I have encountered who brings the combo of experience, intelligence, and fun. Simply put, she is exceptional!"

-Chris Grebowiec, Global Learning Leader, Square

UNDERSTANDING PEAK PERFORMERS & IMPACT MAKERS

Learn the techniques that high-performing leaders and competitors are using to inspire, ignite, and transform their results. High performers don't do the same thing as everyone else-- there's a strategy and framework that makes them better than the rest and our job is to get comfortable emulating the best.



BECOMING A PEAK PERFORMER

Game-changing results require discipline and commitment to master the mental game. You'll get tips and techniques to overcome the messages that are inhibiting your output and powerful strategies to make a bigger impact at every level of the game.



UNLEASHING YOUR IMPACT MAKER

To make a massive impact you'll need to utilize the secret to human behavior so that you can leave a mark in every situation. If they don't see you, they won't remember you... which means you've missed your opportunity to create an impact. This is about legacy building and I'm giving you the goods.



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INSPIRE, ENGAGE, IMPACT!

How do the best companies and leaders win big? They prioritize their people, recognizing that engagement must be a core business strategy. By taking care of their teams, they ensure their teams take care of the business. The Inspire, Engage, Impact! keynote is designed to transform leaders by delivering powerful strategies to boost employee engagement and drive organizational success. This dynamic session inspires attendees to embrace innovative approaches that foster a culture of motivation, collaboration, and connection. Through practical techniques and real-world success stories, the keynote empowers leaders to build strong relationships, lift morale, and maximize team productivity. Attendees will gain valuable insights into leveraging employee strengths, promoting inclusivity, and aligning organizational goals with personal aspirations. Ultimately, this high-energy and transformative experience equips leaders with the tools and mindset to create thriving workplaces, unlocking the full potential of their teams and driving sustainable impact and growth.

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HOW THE BEST ARE DOING IT RIGHT

From Virgin to LinkedIn, SAS to Google, there are specific principles that we can all emulate. The goal is to learn from the most inspiring leaders and transform your culture so that you and the company can have a massive impact.



ENGAGE, EMPOWER, AND EXECUTE

Each individual's contribution is needed for the company to thrive. You'll get tips, tricks, and ideas to up your engagement strategy. If your people aren't inspired and engaged, you're going to lose them. We have to get this right with every employee.



CREATING A MASSIVE IMPACT

People need to experience it daily to believe in it. The leaders job is to create an impact every day which means they must learn the framework to creating massive transformation. If you get this right, you'll kill it in your career.



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AMPLIFYING CLIENT IMPACT

How do the best companies win BIG with their clients? They put those relationships first and understand that increased engagement must be a primary business directive. The "Amplifying Client Impact" keynote will explore the importance of creating meaningful interactions with clients to enhance their experience and foster lasting relationships. We will delve into the three core pillars—Engage, Inspire, and Impact—which are essential for maximizing client satisfaction and driving business success. These three pillars are key to transforming ordinary client interactions into extraordinary experiences, leading to stronger relationships and sustainable success. Attendees will leave with actionable insights and strategies to ensure every client interaction is positive, purposeful, and impactful.

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ENGAGE: Building Genuine Connections

Every interaction is personal. You'll get techniques to personalize each interaction in order to make clients feel valued. Building genuine connections with customers is vital because it fosters trust, loyalty, and long-term relationships, which drive repeat business and create a positive brand reputation.



INSPIRE: Creating Value Beyond Expectation

We're giving you ways to exceed client expectations through innovative solutions. Inspiring clients and creating value beyond expectations is crucial because it strengthens trust, enhances customer loyalty, and differentiates your service, leading to long-term success and mutual growth.



IMPACT: Driving Meaningful Results

Fostering a culture of Client Impact within the organization takes a commitment by every member of the team. Impact matters with customers because it leads to deeper engagement, fosters long-term loyalty, and generates sustainable business outcomes that go beyond short-term gains.



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Media

Speaker Demo Reel:



Seen & Heard On:

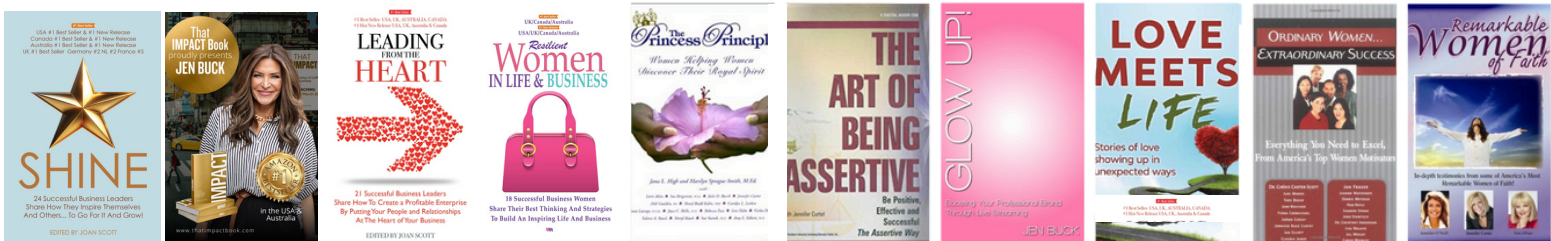


Podcast and Television Show:

The HERstory Collaborative highlights high-performing women who are changing their corner of the world. The podcast can be heard on every major platform and the television show was broadcasted through CTYTV Network



Books:



Social Media Links:

All @jenbuckspeaks



*Ready to make
an Impact?*



**Partner With
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