

JEN BUCK

Award-Winning Keynote Speaker •
Top 100 Speakers to Watch (2024 &
2025) • 10,000+ Presentations • 1M+
People Impacted • 10 Published Books



Long Biography

People have changed faster than leadership has.

That's the simple idea reshaping how organizations think about leadership—and the foundation of Jen Buck's groundbreaking work.

Today's workforce is navigating unprecedented levels of distraction, information overload, burnout, technological acceleration, and rising expectations. Yet many organizations are still relying on leadership approaches designed for a different era. Through her Leadership for Modern Humans philosophy and The Impact Method™, Jen helps leaders understand how modern humans think, learn, connect, and change—so they can intentionally design the everyday human experiences that build trust, strengthen culture, inspire ownership, and create lasting behavior change.

Drawing on neuroscience, human behavior, eight master certifications in adult learning, and nearly three decades of executive leadership experience, Jen believes leadership isn't defined by position, authority, or even intention. It is defined by the experiences leaders create and the impact those experiences have on others.

Her perspective wasn't developed in a classroom. It was forged through nearly three decades of leading teams and organizations across the corporate, nonprofit, social, and political sectors. Her work has taken her from corporate boardrooms to the rainforests of El Salvador, the deserts of Mexico, and communities throughout Kenya and Uganda, where she witnessed firsthand that while cultures may differ, the fundamental human need for trust, belonging, purpose, and meaningful connection is universal. Those experiences became the foundation for her life's work.

Jen began her career helping launch a billion-dollar, award-winning global brand in a high-growth startup, spending the first decade focused on leadership development and training before advancing into executive leadership. She later served as Chief Operating Officer, Chief of Staff, Chief Communications Officer, Director, and Founder, leading through rapid growth, organizational change, and high-pressure environments where leadership directly influenced culture, engagement, and performance. She doesn't teach leadership theory—she has lived it. What sets Jen apart isn't simply what she teaches. It's how she teaches it.

Built on neuroscience, informed by adult learning science, and refined through more than 10,000 presentations, Jen's keynote experiences are intentionally designed around how modern humans actually learn. Every element—from storytelling, humor, and music to nostalgic television theme songs, commercial jingles, movie clips, dancing, audience interaction, and body percussion—is purposefully engineered to capture attention, strengthen memory, build emotional connection, and create lasting behavior change. The experience itself becomes the lesson.

Audiences don't simply hear the science.

They experience it.

Because people don't change because they know more.

They change because they experience something.



Recognized as one of the Top 100 Speakers to Watch in both 2024 and 2025, she has published 10 books, including two she authored and eight collaborative books to which she contributed. Five of those collaborative books became national and international bestsellers, including one award-winning title. Jen has impacted more than one million people worldwide through over 10,000 keynote presentations and leadership programs.

Trusted by Fortune 500 companies, global brands, associations, and organizations including Google, Walmart, Boeing, Johnson & Johnson, McDonald's, Mercedes-Benz, NASA, Yale University, The Coca-Cola Company, and Molson Coors Beverage Company, Jen equips leaders with practical strategies to create extraordinary Employee Experiences that inspire extraordinary performance, exceptional cultures, and meaningful business results.

In a world where AI can generate information, leaders must create impact.

Jen Buck doesn't simply deliver keynote speeches.

She designs transformational learning experiences that help leaders intentionally create the human experiences people remember—because leadership isn't measured by what leaders intend to do.

It's measured by the impact people actually experience.

