ENRIQUE VELÁZQUEZ

Keynote Speaker · Founder, People-First Leadership OS · Municipal Government Executive · Author

leadership@enriquevelazquez.com | +1 612·500·0849 | www.enriquevelazquez.com | linkedin.com/in/enriquevelazquez

“People are not the cost of doing business. They are the business.”

EXECUTIVE BIOGRAPHY

With 27+ years of leadership spanning global high-tech operations and municipal government, Enrique Velázquez leads departments of 200+ through crisis, complexity, and change; proving that people-first leadership outperforms command-and-control. Founder of Velazquez Leadership Studio LLC, he authored the People-First Leadership Operating System, the Bent Key Principle, and the See-Serve-Empower diagnostic. His viral TEDxDuluth talk has surpassed 2 million views, and he is the author of the forthcoming book *The Bent Key Principle: What Happens When Leaders Put People First*.

MARKET VALIDATION & VERIFIED REACH

TEDx Global Views	2,043,757+ views on “What Happens When Leaders Put People First” (TEDxDuluth, TEDx Talks official channel — 44.5M subscribers).
Audience Resonance	81,000+ likes and 1,800+ comments—an exceptional engagement ratio signaling deep active resonance, not passive viewing.
Growth Trajectory	100K → 500K → 892K → 2.04M+ views within roughly 5.5 months of release, driven organically by word-of-mouth audience sharing.
Global Ranking	#9, Best Of TEDx Top 50 Most-Watched Talks Worldwide (H1 2026)—outperforming speakers with massive legacy corporate platforms.
National Press & Honors	Featured in MSN Magazine (#1 Keynote Speaker to Book in 2026), Entrepreneur, Fortune, and US Reporter; named among “12 Amazing Speakers and Thought Leaders to Follow in 2026” alongside Simon Sinek (Digital Journal).
Repeatable Platform	Invited to deliver a second TEDx talk in the UK (October 2027)—demonstrating durable, international keynote platform demand.
Industry Buyer Exposure	Featured speaker at Gateway Gathering & Pitch Fest (October 2026) before 1,000+ speakers bureau agents, bookers, and event planners.
Executive Credentials	Director of Regulatory Services, City of Minneapolis; Harvard Kennedy School Executive Certificate (SMRA); MBA in Nonprofit & Public Management.

FEATURED IN & RECOGNIZED BY

TEDx · MSN Magazine · Fortune · Entrepreneur · Business Insider · Digital Journal · US Reporter

SIGNATURE KEYNOTE PROGRAMS

1. What Happens When Leaders Put People First (Flagship Keynote)

Based on the viral TEDx talk with 2M+ views. Enrique dismantles the false choice between performance and empathy, proving that when institutions prioritize people over 'X' (profit, property, politics, and public image), sustainable results and operational excellence naturally follow. Audiences gain actionable principles to transition from reactive firefighting to leading by design.

2. The Bent Key Principle: Opening Doors Under Pressure & Crisis

Drawn from Enrique's forthcoming book. People are shaped—and often 'bent'—by adversity, institutional trauma, and high-stakes pressure. Rather than discarding or attempting to forcibly 'straighten' them, authentic leaders recognize each person's unique shape, discover what doors they alone can unlock, and build new thresholds of trust and psychological safety.

3. See, Serve, Empower: The Ground-Level Leadership Diagnostic

A practical, 3-step operating cadence forged in municipal crisis response and complex civic operations. Enrique provides leaders and teams with an immediate field-ready tool: See the human behind the issue, Serve the root operational need, and Empower agency to eliminate friction and foster lasting ownership across departments.

4. Leading Through the Yo-Yo: Navigating the Temporal Paradox of Trust

Why do forward-looking strategies stall? Enrique reveals the 'Yo-Yo Paradox'—how teams carry invisible historical pull (past leadership dismissals, unhealed organizational fractures, and cynicism) before they can move forward. Leaders learn how to recognize this backward tension, break reactive cycles, and anchor trust in the present to shape lasting legacy.

IDEAL AUDIENCES & EVENT TYPES

- Government & Public Sector Leadership Summits · Corporate Leadership Offsites & Annual Conventions
- HR, People & Culture, and Talent Conferences · Association & Nonprofit Executive Retreats
- Crisis Management, Public Safety & Emergency Services Leadership Gatherings

WHAT AUDIENCES & LEADERS ARE SAYING

"This one sat with me for a minute. It's so easy to chase results, numbers, outcomes, but at the end of the day, it's people. Always has been. Always will be. If we lose people in the process, we've already lost." — **Conference Attendee, Homelessness Advocate and Leader [DJA]**

"Amazing! The message is timely and so needed. Your heart shows through in how you speak and put people first. Those you lead are blessed by you and your philosophy. We can all use 'people over progress' in everything we do." — **Healthcare Leader [RZE]**

"Enrique Velázquez delivered a keynote that was genuinely worth my attention... His deep operational experience really shows in how he explains human systems." — **Conference Attendee & Executive [STO/ATD]**

BOOKING SPECIFICATIONS & LOGISTICS

Speaking Fee Range: $10,000 – $20,000 (Domestic / Inquire for International)
Available Formats: Keynote (45–60 min) · Half-Day Intensive Workshop · Executive Leadership Retreat · Virtual Keynote

Bureau & Booking Contact:
Velazquez Leadership Studio LLC
Email: leadership@enriquevelazquez.com
Direct: +1 612·500·0849 | Web: www.enriquevelazquez.com