

Carlos Peña

All-Star MLB First Baseman, AI and Sports Optimization Leader

PLÁKATA!—a phrase that has come to define Carlos Peña’s relentless drive for excellence both on and off the field. Meaning the explosive sound of a perfectly hit ball, PLÁKATA! represents Peña’s philosophy of continuous improvement. Over his 14-year Major League Baseball career, Peña earned All-Star status, hit 286 home runs, including Rays franchise single season record 46 in 2007, led the AL in 2009 with 39, and won the Silver Slugger, Gold Glove, and AL Comeback Player of the Year awards. From his early days in the Dominican Republic to his induction into Northeastern University’s Hall of Fame, Peña’s journey has always embodied resilience and determination— achieving what once seemed impossible.

After retiring in 2014, Peña’s passion for the game led him to seek answers to a question that kickstarted his new AI-driven pursuit: why did he struggle with elevated fastballs? Turning to AI, Peña used tools to analyze his swing mechanics and uncover hidden inefficiencies. This experience sparked his fascination with the intersection of sports and technology. Now a student of AI and sports analytics at NYU, Peña is a leader in using data to optimize athletic performance and strategy, blending firsthand knowledge of the game with cutting-edge innovation. Carlos is exclusively represented by [Leading Authorities speakers bureau](#).

As a four-time Emmy Award-winning analyst for MLB Network, Marquee Sports Network, and Bally Sports, Peña has mastered the art of communication. His easy, engaging style makes him a natural on stage, where he inspires audiences with stories of perseverance, the transformative power of technology, and the importance of a growth mindset. Peña’s unique ability to connect with others—whether through technical insights or motivational anecdotes—makes his talks both educational and uplifting. Peña shares his journey and vision with audiences, inspiring them to embrace change and strive for their own PLÁKATA! moments.