

Alicia Navarro

President & Co-Founder at Skimlinks, Founder at Navarland

Disrupt your thinking like an entrepreneur (even if you aren't in a startup). Successful tech entrepreneur, Alicia Navarro, dissects the instinctive ways entrepreneurs react to challenging situations, and teaches how even non-entrepreneurs can adopt that type of thinking, empowering the audience to be bolder, braver, more creative, in their own business. She shares tales of how this type of thinking helped her build Skimlinks to be a global business, and how she survived even the most dire moments during her entrepreneurial journey with this mindset.

How stories and storytelling can make you a better leader and human. Successful tech entrepreneur, Alicia Navarro, draws inspiration from her background and experience to discuss the skills key to leading with compassion, humanity, and magnetism. In her speech, she brings these skills to life with references to literature and popular culture making them relatable to all audiences. She tells stories of her own entrepreneurial journey building Skimlinks, and how storytelling became a skill that helped hire great talent, win lucrative clients, and attract positive media coverage. Audience members will walk away with newfound understanding on how to draw lessons from the stories around them, and how to wield storytelling as a tool in their own business and personal lives.

The ultimate superpower in business: empathy. Tech entrepreneur, Alicia Navarro, talks about her experiences in building Skimlinks into an international success, and how empathy was at the heart of it all. Nurturing a healthy team culture, developing innovative products, and building a compelling brand, are all achieved through tapping into deep empathy. Audience members will walk away with ideas and lessons that can help them weave empathy into the way they build products, manage teams, and sell to customers.