Julissa S. Germosén

Former Microsoft & Salesforce Executive | $1B+ in Business Impact | Bestselling Author | Founder, Trust Capital AI — The Voice at the Intersection of AI and Trust

Connection Is Your New Currency: Leading with Strategy, Soul, and AI in the Age of Disruption AI is transforming how we work, lead, and make decisions. But the deeper disruption is one no one is naming: relational bankruptcy. Organizations are losing the trust infrastructure that drives performance, and no technology can fix it. In this keynote, Julissa introduces the Currency of Connection™ Framework and walks leaders through three phases: recognizing relational bankruptcy, rebuilding relational capital, and turning sustained connection into relational currency that drives loyalty, innovation, and growth. Your audience will leave with a practical system they use on Monday, not just a moment they felt on Friday.

The Trust Advantage: How to Lead Through Uncertainty with Connection as Your Currency In times of disruption, people don't follow titles. They follow trust. Drawing from two decades leading billion-dollar transformations at Microsoft and Salesforce, Julissa reveals that the true ROI of leadership comes from relational capital, not process or product. This keynote gives leaders the A.C.T. Framework™ to build trust quickly, communicate with intention, and foster alignment across teams, customers, and stakeholders, especially when stakes are high and certainty is low. Your audience will walk away with actionable tools for leading through change with clarity, credibility, and connection.

Your Hype Squad is Your Life Squad: Personal Branding, Power Moves, and the People Who Lift You Up Personal branding is not about ego. It is about survival, strategy, and building relational capital that outlasts titles and job descriptions. Julissa unpacks what it really takes to lead as a woman of color in corporate America and reframes visibility as a power move against being overlooked and underestimated. Through stories from her bestselling book Latina Madrina, she gives audiences a blueprint for showing up boldly, standing out consistently, and building a trusted life squad that advocates for you in rooms you are not in. Your story is your strategy. Your relationships are your greatest source of power.

Latina Madrina: A Fireside Chat with Julissa S. Germosén At 13, Julissa was cleaning offices at Revlon. At 33, she was leading global tech teams at Microsoft. She wrote Latina Madrina because no one handed her the playbook for navigating corporate America as a Brown Latina, so she built one. In this intimate fireside chat, Julissa shares the stories behind the bestselling, six-time award-winning book now in the U.S. Library of Congress, and opens an honest conversation about identity, ambition, mentorship, and building relational capital in rooms that were not designed for you. Part storytelling, part strategy, part audience conversation. Ideal for Hispanic Heritage Month, women's leadership programming, ERG summits, and book-centered events.