

KEYNOTE SPEAKER · AUTHOR · CULTURE ARCHITECT

Brad Federman

Build cultures people don't want to leave —
and customers don't want to leave behind.



30+

years
experience

4

published
books

Top 30

Global Guru
in Culture

9

signature
keynotes

SHORT BIO

Brad Federman is the Founder & President of PerformancePoint LLC and an international author, speaker, and culture architect with 30+ years helping Fortune 500 leaders build thriving workplaces. His latest book, *Never Delegate Again*, features an introduction by Marshall Goldsmith. Brad has been featured in Fortune, FOX Business, and Forbes and is a 2024–2026 Top 30 Global Guru in Organizational Culture.

SIGNATURE KEYNOTES

■ Future Proof

Keeping your people — and your business — relevant.

■ Leadership Balance

The tightrope dance of profit, people, and customers.

■ Growth

Stretching mindsets to unlock human potential.

■ Thrive

Cultivating sustainable high performance without burnout.

■ The Loyalty Factor

The new rules of engagement for employees and customers.

■ FastForward

Leading with agility and resilience through change.

AUDIENCES SERVED

C-suite & executive teams · HR, L&D; and Talent leaders · Customer experience teams · Hospitality, healthcare, financial services, retail, manufacturing

SELECTED CLIENTS

Coca-Cola · Hilton · Marriott · United Airlines · Mayo Clinic · Macy's · Sherwin-Williams · St. Jude · Citizens Bank · Allegiant · Envoy Air · Olympus

AS FEATURED IN

Fortune · *Forbes* · *FOX Business* · *Inc.* · *strategy+business* · *HR Professionals Magazine*

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Brad is a practiced people whisperer — one of those unique individuals so grounded in people and culture that my learning in this space was beginning all over again.

Ed Magee — EVP Operations, Fender Music Corporation

Book Brad for your next event

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