

KRISTEN CULLEN

Resilience Mentor + Brand Strategist

NAPLES, FLORIDA · SPEAKING WORLDWIDE

SPEAKER KIT

RESILIENCE · REINVENTION
PERSONAL BRAND · ORGANIZATIONS



MEET KRISTEN

Founder of Kristen Cullen, LLC and creator of The Remarkable Resilience series — transformational programs that help individuals and businesses rise above adversity and step boldly into their purpose.

A certified personal and business coach, brand strategist, and sought-after speaker, Kristen has spent more than fifteen years partnering with hundreds of entrepreneurs, executives, and organizations around the world.

Her client roster spans NYT bestselling authors, 8-figure entrepreneurs, award-winning attorneys, physicians, wellness experts, and internationally recognized influential speakers. Whether guiding a first-time founder or relaunching an established name, she pairs strategic precision with deeply human insight — helping clients clarify their expertise, own their story, and build a brand that resonates and adapts.

A personal brand that evolves with you — through pivots, setbacks, and reinvention.

HER MISSION

Kristen speaks and writes on the power of resilience — the refusal to give up on yourself, your faith, your goals, or the people beside you. Drawing from her own remarkable journey, she helps others move through struggle into a life of mission and meaningful service. She is currently at work on her first book.

ADVOCACY & IMPACT

Kristen founded a cancer advocacy program advancing patient-centered care nationwide, and co-founded the Barbara Ann Karmanos / Niall P. Cullen Gastrointestinal Cancer Immunotherapy Program. A heart for service sits at the center of everything she builds.



EXPERTISE

Personal Brand Strategy

Resilience Mentoring

Brand Positioning & Voice

Business Coaching

Launch & Reinvention

Speaker & Author

CLIENTS INCLUDE

NYT Bestselling Authors

8-Figure Entrepreneurs

Award-Winning Attorneys

Physicians

Health & Wellness Experts

Influential Speakers

SIGNATURE TALKS

Four keynotes, each shaped to the room — two for the person, two for the brand. Every talk can be delivered as a keynote, half-day workshop, or full-day intensive.

ONE

REMARKABLE RESILIENCE

The interior work — shame, worth, forgiveness, and mindset. Naming what you have been carrying, putting it down, and building a life designed by choice rather than by default.

TWO

SEASONS, NOT CRISES

Second chapters, reinvention, and aging — why a life is a sequence of seasons rather than one identity interrupted by emergencies, and how to choose what each season teaches you.

THREE

THE RESILIENT BRAND

How to build a personal brand that survives change and gets stronger for it — the framework behind Kristen's flagship program, for anyone whose life has moved faster than their brand.

FOUR

THE RESILIENT FIRM

For real estate, law, mortgage and financial services firms, where a dozen producers look identical on paper — and differentiation is the only protection when the market turns.

KEYNOTE ONE

REMARKABLE RESILIENCE

WHAT YOU ARE CARRYING — AND HOW TO PUT IT DOWN

“Resilience is the capacity of a system, enterprise, or a person to maintain its core purpose and integrity in the face of dramatically changed circumstances.”

ANDREW ZOLLI & ANN MARIE HEALY · RESILIENCE: WHY THINGS BOUNCE BACK

Your story is the blueprint — where you have been, what you have survived, and everything it made you. Most blueprints contain trauma, loss, and failure. Almost all of us are carrying something.

Shame is the silent killer of joy, fulfillment, love, and success. It destroys dreams, and we almost never talk about it. Kristen can tell you from firsthand experience that it stops you in every part of your life. The longer you sit in it, the deeper the roots of stagnation, indifference, and resignation grow — in your thinking, and in your body.

So the hard questions come first. Do you believe you are worthy of what you want? Are you stuck? Do you judge yourself? Have you forgiven the people who shaped your past — and have you forgiven yourself?

Then mindset. Optimist, pessimist, realist — which one are you? Do you live in the what-ifs, or is your motto *things always work out*? How much of your life is still governed by shoulds and shouldn'ts?

Resilience is innate in all of us. Most people lose their way because they get in their own way. This keynote walks that journey through — naming what is being carried, putting it down, and building a life designed by choice rather than by default.

YOUR AUDIENCE WILL LEAVE WITH

- A name for what they have been carrying — and permission to put it down
- The link between shame and the goals they cannot seem to reach
- An honest read of their own mindset, and where it is costing them
- A way through forgiveness — of others, and of themselves
- The understanding that resilience is innate, not issued to a fortunate few

KEYNOTE TWO

SEASONS, NOT CRISES

WHAT EVERY SEASON OF A LIFE IS TRYING TO TEACH — AND WHY YOU GET TO CHOOSE

“It is time now to explore the creative potential of interrupted and conflicted lives ...”

MARY CATHERINE BATESON · COMPOSING A LIFE

The culture tells one story about change in a life, and it is a story about crisis. Midlife crisis. Identity crisis. Something breaks, someone panics, and a woman is expected to either fall apart or buy a convertible.

That is not what is happening. A life is not one fixed identity interrupted by emergencies. It is a sequence of seasons — and every season arrives with something it is trying to teach.

Kristen has lived a great many of them. Widowed at forty with two sons and a seven-year-old daughter, rebuilding everything while figuring it out as she went. Leaving her family, her friends, and a well-established family business at twenty-one to move 2,300 miles to a country where she knew no one. Nearly dying in 2021 after a routine procedure. Some of those seasons were chosen and some were not. Not one of them was an identity crisis.

Nobody loses themselves in the change. What changes is what they now know. The loss, the empty house, the diagnosis, the unexpected joy — each one comes with a lesson attached, and the only real decision on offer is what a person allows it to teach them.

Which is also why Kristen loves aging, and is well aware that is an unusual thing to say out loud. A season is not a diminished version of the one before it. It is the next one, with more to work with.

We are all here for a purpose — born into this world to make an undeniable mark. We get to choose how.

YOUR AUDIENCE WILL LEAVE WITH

- Why “crisis” is the wrong frame for change — and “season” is the right one
- How to name what the season they are in is actually trying to teach them
- The difference between a season to endure and a season to act on
- Why failure means you are in action — and the real failure is never trying at all
- A way to meet what is ahead as a gift rather than a decline

Also presented as *No Such Thing As A Midlife Crisis* — the same keynote, titled for midlife, women's, and second-act audiences.

KEYNOTE THREE

THE RESILIENT BRAND

HOW TO BUILD A BRAND THAT SURVIVES CHANGE — AND GETS STRONGER FOR IT

“Your brand is not your title, your industry, or the season you are in. It is what people still recognize in you after all three have changed.”

KRISTEN CULLEN

Most personal branding advice assumes a straight line: pick a lane, stay in it, and repeat the message until the market remembers you. Real lives do not work that way. Careers pivot. Industries shift. Businesses are sold, marriages end, health changes — and the person who built the brand is rarely the same person standing there when it finally starts to work.

When that happens, most people go quiet. They stop posting, stop speaking, stop selling. Not because they have less to offer, but because the brand they built no longer fits the life they are living, and starting over feels like admitting the first version was a mistake.

A resilient brand is built differently. It is anchored to something that does not change — who you are, what you have lived, and what you stand for — so that everything that *does* change reads as evidence rather than contradiction. Reinvention stops being a risk to your reputation and becomes the most compelling part of it.

In this keynote Kristen shares the framework behind *The Resilient Brand*, her flagship program — Clarity, Consistency, Connection, and Change — drawn from her own reinvention and from fifteen years rebuilding the brands of founders, executives, and public figures through their hardest chapters.

YOUR AUDIENCE WILL LEAVE WITH

- The difference between a brand built on a role and a brand built on a through-line
- How to identify the core that stays fixed while offers, positioning, and audience evolve
- A practical way to reintroduce yourself publicly after a pivot, a setback, or an absence
- Trust that holds up under scrutiny and in an ever-changing marketplace
- The four C's — Clarity, Consistency, Connection, Change — as a working framework

KEYNOTE FOUR

THE RESILIENT FIRM

WHY CLIENTS CHOOSE A PERSON — AND WHAT THAT MEANS FOR THE FIRM AROUND THEM

“Competitive strategy is about being different. It means deliberately choosing a different set of activities to deliver a unique mix of value.”

MICHAEL E. PORTER · WHAT IS STRATEGY? · HARVARD BUSINESS REVIEW, 1996

In a real estate brokerage, every agent has the same listings, the same market data, and the same tools. In a law firm, a dozen attorneys share the same practice areas and the same letterhead. Mortgage brokers quote from the same lenders at the same rates. Financial advisors recommend from the same shelf.

So the client chooses a person. They always have. And most firms have no idea which of their people are actually chooseable.

These are also cyclical industries, which is what makes this urgent rather than interesting. When rates move or the market turns, the producers who were carried by conditions discover they were carried by conditions. The ones who built something a client would follow keep working. Undifferentiated people are not a marketing problem — they are risk a firm carries quietly and pays for in the downturn.

Firms resist this. The fear is understandable and it is always the same: *if we help our people build their own brands, they will take that equity and leave*. Kristen addresses that objection directly, because the honest answer is that the people capable of building a brand leave anyway. The only question is whether the firm is the place that built them — and therefore the place the next producer wants to come to.

This talk brings *The Resilient Brand* framework — Clarity, Consistency, Connection, Change — into the organization as a keynote at a kickoff or annual meeting. Firms that want it carried through continue into Kristen's customized small group intensive, where a curated group of producers builds their individual brands and co-brands each one with the corporate and C-Suite brand around them.

YOUR TEAM WILL LEAVE WITH

- Why clients choose a person, and what makes one person chooseable over another
- The cost of an undifferentiated bench — measured in the downturn, not the boom
- How personal brands inside a firm compound instead of compete
- The retention and recruiting case for building your people's names
- A first pass at the through-line for each producer in the room

IN THEIR WORDS

“If you need help with personal branding and monetizing your reputation, Kristen is your girl! She is not only brilliant in her craft, but patient, kind, and very helpful. Always available to answer your questions, and you can see her heart is just in it. She is truly worth the investment into yourself!”

FRANCINE RIVERA

Lifestyle Consultant · Personal Branding Client

“During a time where I thought my life was over as I knew it, and my kids and I had suffered so many losses, it was through my work with Kristen that I realized all that my life had gained.”

SHELLIE DENAE

Founder, Unshackled Woman · Remarkable Resilience Client

“Kristen is a determined and committed warrior in the fight against cancer. She has been instrumental in helping us found The Karmanos Immunotherapy Program for GI Cancers by tirelessly and powerfully speaking, presenting, and educating people on how immunotherapy can benefit cancer patients by improving their quality of life and prolonging life. Her efforts are directly responsible for raising our initial funding.”

DR. LAWRENCE G. LUM, MD / DSC

Karmanos Cancer Institute

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IN THE MEDIA

IN THE MEDIA

PODCAST APPEARANCES

Money Matters with Adam Torres

Calibrate Real Estate

Courageous Worth

Take The Next Step

PivotMe

She Sells

Whose Company Is It Anyway

Harder Than Life

A Piece of Grit

The Regenhard Report

My Self Wellness Podcast

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BOOKING

READY TO BUILD A BRAND THAT EVOLVES WITH YOU?

Kristen speaks to organizations, conferences, and mastermind rooms
on resilience, reputation, and the power of never giving up.

BOOK A CALL · [KRISTENCULLEN.COM/FREECALL](https://www.kristencullen.com/freecall)

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