

# Biography

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Design the Moment. Win the Outcome.

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## Short Bio

**JULIO ZELAYA** is a serial EdTech entrepreneur, artificial intelligence expert, and five-time Amazon #1 bestselling author, now an international keynote speaker helping leaders and organizations design their most decisive moments.

He serves as Academic Director and Faculty at the University of Pennsylvania's Graduate School of Education, holds a Master of Science in Education from Penn, and is completing his Doctor of Education there. A bilingual voice for both Americas, Julio has impacted more than 125,000 leaders across 20+ countries.

## Long Bio

**JULIO ZELAYA** is a serial EdTech entrepreneur, artificial intelligence expert, and five-time Amazon #1 bestselling author, now an international keynote speaker helping leaders and organizations design their most decisive moments. His work sits at the intersection of AI, leadership, and high-stakes decision-making—and his methodology, ***The Decisive Moment Method***, has been shaped by two decades of working with senior teams across more than 20 countries.

Julio holds a Master of Science in Education (2026) from the University of Pennsylvania, where he is completing his Doctor of Education (expected 2027). He also holds a Post Doctorate from Tulane University, a Doctorate in Human Dynamics and Mental Health from Universidad Mariano Gálvez, and an MBA from INCAE Business School, with additional certifications from Harvard University, MIT, Babson College, and Cornell. At Penn, he serves as Academic Director for the Introduction to Teaching with AI in the Classroom program within the Graduate School of Education (GSE), as Faculty in the GSE and Association for Talent Development (ATD) joint program teaching the

Learning Technology Strategies, EdTech, and Digital Learning Solutions module, and as an AI instructor.

Beyond academia, Julio is a Model Validator Expert in the MOVE program by Handshake, collaborating directly with the world's leading AI laboratories. He serves as Chief Marketing Officer at The RBL Group, where he leads the implementation of artificial intelligence and digital technologies across the firm's global products. His books—spanning purpose, entrepreneurship, human relations, change management, and AI—have all reached #1 on Amazon, including ***¡Con todo!, La travesía: el poder de emprender, La travesía del amor, Catalyst: Change Management and Transformation,*** and ***ChatGPT: How to Boost Your Business with AI.***

As a visionary entrepreneur, Julio co-founded Escolaris—Guatemala's first fully accredited online school—and Bright Domino, an online business school that has graduated more than 10,000 students and trained over 150 organizations annually. He is a Fellow of the Central American Leadership Initiative (CALI) and the Aspen Global Leadership Network, and serves as member and director of Entrepreneurs' Organization (EO).

On stage, Julio is known for combining Penn-level academic rigor with the energy of a performer and the clarity of someone who has built businesses from the ground up. His keynotes feature live AI demonstrations and are built around the principle that high-stakes moments don't fail because leaders aren't capable—they fail because the moment itself isn't designed to support good decisions. Named "Most Inspiring Leader of Guatemala" and "Distinguished Guatemalan" in 2022, he has impacted more than 125,000 leaders and professionals across Latin America, the United States, the Caribbean, and Spain.

Bilingual and bicultural, Julio is one voice for both Americas. Beyond the stage and the boardroom, he is a proud father to Juan Ignacio and Natalia—the lights of his life. To stay connected with Julio and gain insights on leadership, AI, and the art of designing decisive moments, follow him on LinkedIn and subscribe to his newsletters, ***Power Bites*** and ***¡CON TODO!***

## Credentials at a Glance

### Education

Doctor of Education (EdD), University of Pennsylvania (expected 2027)

Master of Science in Education (MSEd), University of Pennsylvania (2026)

Post Doctorate in Marketing & Management, Tulane University

Doctorate in Human Dynamics and Mental Health, Universidad Mariano Gálvez

MBA, INCAE Business School

B.S. in Computer Science and Business Administration, Universidad Galileo (Magna Cum Laude)

Certifications: Harvard University, MIT, Babson College, Cornell

### Current Roles

**International Keynote Speaker** — Decisive Moments

Academic Director & Faculty, Graduate School of Education, University of Pennsylvania

Model Validator Expert, MOVE by Handshake (leading AI laboratories)

Chief Marketing Officer, The RBL Group

Co-Founder, Escolaris & Bright Domino

### Books (all Amazon #1 Bestsellers)

**¡Con todo!** — Purpose

**La travesía: el poder de emprender** — Entrepreneurship

**La travesía del amor** — Human Relations

**Catalyst: Change Management and Transformation** — Change Management

**ChatGPT: How to Boost Your Business with AI** — Technology

### Recognition & Affiliations

Fellow, Central American Leadership Initiative (CALI) & Aspen Global Leadership Network

Member & Director, Entrepreneurs' Organization (EO)

"Most Inspiring Leader of Guatemala" (2022)

"Distinguished Guatemalan" (2022)

125,000+ leaders impacted across 20+ countries

## **Keynote Topics**

**Designed to Win** — When the decision defines the outcome

**The AI Confident Leader** — When technology changes the conversation

**Leading at the Speed of Change** — When alignment determines execution

**The Human Advantage** — When behavior and presence shape results