

Stage Introduction

(to be read by the person introducing Julio at your event)

Our speaker today believes 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**. His mission: help leaders stop reacting to pressure and start *designing the moment instead*.

He holds a Master of Science in Education from the University of Pennsylvania, where he is completing his Doctor of Education and serves as Academic Director and Faculty at the Graduate School of Education. He works directly with the world's leading AI laboratories as a Model Validator Expert, and has spent over two decades building companies, training more than 125,000 leaders across 20 countries, and writing five Amazon #1 bestselling books.

Now as an international keynote speaker, his *Decisive Moment Method* helps senior teams diagnose what's really at stake, architect the right experience for the decision, and execute with proof. His presentations feature live AI demonstrations and the kind of clarity that turns conference rooms into alignment.

Offstage, he is a proud father of Juan Ignacio and Natalia—the lights of his life—a serial entrepreneur who built Guatemala's first accredited online school, and a songwriter with over 20 original tracks. Bilingual and bicultural, he is one voice for both Americas.

Please help me welcome... Julio Zelaya!

Design the Moment. Win the Outcome.

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