

DIANA LORENTI

SPEAKER KIT

Strategy meets *human behavior.*

Keynotes, workshops and fireside chats, in
English or Spanish.

Growth Strategist · Author of *Built for Bigger Rooms*
dianalorenti.com/speaking



ABOUT DIANA

A strategist on stage, *not a motivational speaker.*

Diana Lorenti is a consumer brand and multicultural marketing executive, growth strategist, author, and speaker. For more than 20 years, she has helped brands understand why people decide what they decide, and grow because of it, at companies including Comcast, NBCUniversal, Univision, Cablevision (Optimum), and RCN / Astound.

Raised by her grandfather, a barber in Ecuador, Diana built her career in the U.S. as a bilingual, bicultural leader. She learned that what made her different was also what made her valuable, and she turned cultural intelligence and an understanding of human behavior into a strategic advantage.

She is the author of *Built for Bigger Rooms: The ICON Guide for Ambitious Women Who Are Done Shrinking*, a contributing author of *Hispanic Star Rising Vol. II*, and the creator of THE ICON Method™: Identity, Clarity, Ownership, Navigation.



SHORT BIO (FOR PROGRAMS AND PROMOTION)

Diana Lorenti is a bilingual growth strategist, author of *Built for Bigger Rooms*, and creator of THE ICON Method™. With 20+ years of marketing leadership at brands like Comcast, NBCUniversal and Univision, she helps organizations and ambitious women grow with strategy built on how people really decide.

HAS SPOKEN AT

Miami Dade College
Florida International
University
Florida Atlantic University

LANGUAGES

English
Spanish

BASED IN

South Florida
Available nationwide and
virtually

SIGNATURE TALKS

Three talks. *Each one built to be used.*

01 · FOR WOMEN'S NETWORKS & ERGS

Built for Bigger Rooms: *The Audacity to Be Seen*

Why capable women still shrink, and the strategy to stop. Based on the book.

YOUR AUDIENCE LEAVES WITH

- THE ICON Method™ for their own growth
- A clear next ask, written down
- Permission to take up space, with a plan

02 · FOR MARKETING & BUSINESS AUDIENCES

Strategy Meets *Human Behavior*

How people really choose, trust and stay, and how to build growth around it, including multicultural audiences.

YOUR AUDIENCE LEAVES WITH

- Why "translated" marketing fails
- Real case studies with real numbers
- A checklist to audit their own funnel

03 · FOR LEADERS & TEAMS

Clarity *Is Power*

Busy isn't a strategy. How leaders and teams decide what matters, and what to stop doing.

YOUR AUDIENCE LEAVES WITH

- A simple way to set priorities
- The "stop doing" list
- Language to say no without guilt

Every talk can be tailored for Hispanic Heritage Month, Women's History Month, leadership summits, and university events.

FORMATS

Built for your *event*.

KEYNOTE

30–60 minutes. For conferences and large events.

WORKSHOP

90 minutes to half a day. Hands-on, with worksheets.

FIRESIDE CHAT OR PANEL

A guided conversation with Q&A.

VIRTUAL

Any format, delivered live online.

Add books for your audience. Bundle copies of *Built for Bigger Rooms* with any talk.

WHY AUDIENCES TRUST HER

+181%

online revenue after
an eCommerce
turnaround

+54%

Hispanic subscribers
from a strategy built
from scratch

+204%

response lift on a
culturally built
campaign

\$8.2M

marketing budget
managed at
NBCUniversal

"Reading Built For Bigger Rooms by Diana Lorenti has given me the confidence to see my value more clearly."

BARBARA MELENDEZ · VERIFIED AMAZON REVIEW ★★★★★

FOR YOUR HOST

Suggested *introduction*

About 45 seconds. Please read as written, or adapt to your event.

Our next speaker grew up in Ecuador, raised by her grandfather, a barber who taught her to think deeply about life and people.

She went on to spend more than 20 years growing brands like Comcast, NBCUniversal and Univision, often as one of the few people in the room who shared her cultural background. She learned that what made her different was also what made her valuable.

Today she is a growth strategist, the creator of THE ICON Method™, and the author of *Built for Bigger Rooms: The ICON Guide for Ambitious Women Who Are Done Shrinking*.

Please welcome Diana Lorenti.

EVENT NEEDS

- Handheld or lavalier microphone
- Screen and projector or monitor for slides
- Short prep call before the event

BOOK DIANA

dianalorenti.com/speaking

Share your date, audience, and format, and you'll hear back within 2 business days with availability and next steps.