



PAIGE VELASQUEZ BUDDE

KEYNOTE SPEAKER. ENTREPRENEUR. AUTHOR.

Paige Velasquez Budde is a veteran marketer, entrepreneur, and keynote speaker.

She is a co-founding partner and the CEO of Zilker Media, an Austin-based agency that builds leadership-forward brands. During her tenure as CEO, the Austin Business Journal has named Zilker Media as one of the city's fastest growing companies as well as one of its best places to work, two years in a row. It has also been listed on Austin Inno's list of "Coolest Companies." Her upcoming book, *The Strategic Business Influencer: Building a Brand with a Small Budget*, will be in bookstores in November of 2025.



Paige has shared the stage with leaders such as Jamie Dimon, Donald Miller and Daymond John, and speaks to leaders about strategic business influence at many conferences and corporate events, including organizations such as Ernst & Young, JPMorgan Chase, Harvard Medical School, The University of Texas, Camp Gladiator, Entrepreneurs Organization, and the Women Presidents Organization. She delivered a TEDx Talk at the University of Texas Business School in March 2023. Her approach to leadership-forward marketing has been featured in media outlets such as Inc., Thrive Global, KevinMD, Texas CEO Magazine, Authority Magazine, Business News Daily, and Business.com.

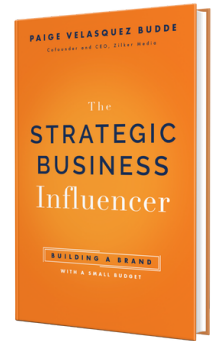




PAIGE'S MOST POPULAR KEYNOTE

The New Era of Business:

Six Steps to Becoming a Strategic Business Influencer



Leaders today face an uphill battle.

Trust in institutions and corporations is at an all-time low, and the noise in the marketing landscape is louder than ever. To garner visibility in today's environment, every day leaders must learn how to leverage their leadership as their most powerful business asset—without spending a fortune on marketing.

In today's world, the loudest voice isn't always the most powerful—but the *most trusted* one is.

In this research-backed session, TEDx speaker, entrepreneur, and author Paige Velasquez Budde challenges outdated marketing playbooks and introduces a modern, high-impact strategy: becoming a Strategic Business Influencer. Today's audiences don't buy from companies alone—they buy from people they trust. While trust in corporations is at an all-time low, leaders who are visible, mission-driven, and consistently provide value are winning.

This session will show you how to position yourself as an onramp to your business, accelerate credibility, forge powerful connections, and increase visibility with the actions you are already doing as a leader to reach the right audience.

Paige's presentation was excellent. She received the highest rating at the event from each of our chapter members.

*Debra Flanz
WPO Platinum Chair*

AUDIENCE TAKEAWAYS INCLUDE

- ✓ Establish differentiation by creating an Influence ID that magnifies your impact
- ✓ Leverage what you are already doing as a leader to create strategic content as a business development tool, not just a marketing tactic
- ✓ Audit your online first impression to ensure it builds instant credibility and serves as an on-ramp back to your business
- ✓ Tap into the power of micromedia to get in front of the right audiences