

A portrait of Yrmis Barroeta, a woman with long dark hair, wearing a beige turtleneck sweater, smiling and resting her chin on her hand.

Yrmis Barroeta

CROSS-INDUSTRY *Innovator,*
SPEAKER *and* **TOP-RATED**
Thought Leader, FOUNDER of 1•1•1 Signals Newsletter



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OFFICIAL BIO

**YRMIS BARROETA IS A WORLD-CLASS SPEAKER,
FOUNDER ACROSS UNRELATED WORLDS • FOOD, FASHION,
WELLNESS TECH • TURNING BOLD IDEAS INTO MAGNETIC
BRANDS.**

**A THOUGHT LEADER HELPING TEAMS DEFEAT TECHNOSTRESS AND
UNLOCK HUMAN INNOVATION.**

**SHE IS THE FOUNDER & EDITOR OF 111 SIGNALS, A THOUGHT-
LEADERSHIP NEWSLETTER WITH A DEDICATED FOLLOWING OF
FUTURE-READY LEADERS.**

A 20-year master strategist, she's launched and scaled ventures from medicinal culinary concept celebrated for their product innovation, a clothing brand, to cutting-edge tech, always fusing data, design thinking, and laser-sharp forecasting.

Brands she built soared in Vogue, W, and The New York Times. Her TEDx San Francisco talk? Her health crisis & breakthrough reborn as a thriving, community-powered brand.

Trained in economics and design, she designed & taught Parsons' top entrepreneurship course, earning Teacher of the Year five times, and now shapes technologies that enhance human potential focusing on science for meaningful, lasting impact.

TESTIMONIALS



*"YRMIS DELIVERED AN
ENGAGING AND
MASTERFUL KEYNOTE"*

*"Packed with powerful insights and teachings that stay with
you long after the event."*

ANADEL ALBERTI

CEO & FOUNDER
OF AUDACIOUSLY AUTHENTIC
MIAMI



*"YRMIS DOESN'T JUST GIVE A TALK
SHE INVITES YOU INTO
AN EXPERIENCE."*

*"She has this incredible way of taking big, complex ideas
and making them feel personal, human, and deeply
inspiring. If you're looking for a speaker who brings both
heart and brilliance to the stage, Yrmis is the one."*

ALLIÉ MCGUIRE

CEO & CO-FOUNDER,
AWARENOW MEDIA
MICHIGAN

TESTIMONIALS



*HER CREATIVITY FLOWS LIKE A
RIVER FINDING ITS WAY*

**HER ADAPTABILITY AND HER
PROBLEM-SOLVING IS AS
INSTINCTIVE AS SURVIVAL IN
THE WILD. "**

"She shows that obstacles can become adventures, and that we all have the power to contribute to innovation."

VANESSA DUARTE

CHEMIST, SPECIALIST IN FOOD SCIENCE
& ANTI-INFLAMMATORY NUTRITION
MONTREAL



*"THANK YOU FOR YOUR INSPIRING
TALK AT THE CREATIVITY
CONFERENCE. IT WAS TRULY A
HIGHLIGHT OF THE
EVENT!"*

"Hi Yrmis, I just wanted to say how much I enjoyed your talk at the Creativity Conference. Thank you for sharing your perspective"

DR. SCOTT THOMAS C.

CREATOR & FOUNDER,
OF THE DR. SCOTT METHOD
NEW YORK

PRESS



W

TED^x

2 4 E A S T

VOGUE

Berkeleyside

San Francisco Chronicle

Chris Kresser

SFGATE

BULLETPROOF

W

"The sisterhood was out in full force last Wednesday — to shop and snack. (...) a rack of killer pants was getting major love. The "trousers for every occasion..."

**TODO en
DOMINGO**

"Una Diseñadora con
Pantalones"

VOGUE

"One of the best-loved cafés in the Bay Area (...) their Yucan Crunch crackers that are revolutionizing the gluten-free game."

**TimeOut
New York**

Featured in the Top 10 Most
Fashionable Boutiques Opened
in 2007 in NYC

SPEAKING TOPICS

TECHNOSTRESS

Future of Work,
AI ADOPTION

Leadership & Resilience
CULTURE & INNOVATION

- Yrmis takes the stage with 20+ years of business experience turning problems into breakthroughs
- Coached 240+ founders in 5 years of live Business & Entrepreneurship programs
- Stages include: TEDx · Parsons · Global Innovation Summits
- Turns storytelling into a repeatable team skill, cuts AI adoption time in half





SIGNATURE KEYNOTE

TURN TECHNOSTRESS INTO MOMENTUM IN 60 MINUTES

As a creative entrepreneur who's built companies for 25+ years across industries, I help teams defeat technostress and unlock innovation thinking.

ONE TALK • PROVEN OUTCOMES

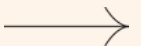
- Build the curiosity reflex that accelerates innovation
- Transform digital fatigue into creative energy
- Apply the CLICK framework to real leadership challenges

IDEAL FOR

- Executive and leadership teams navigating digital transformation and AI integration.
- HR and L&D leaders building resilient innovation cultures amid volatility.
- Conference organizers seeking high-energy keynotes on future-ready skills for innovation summits, women's leadership events, or wellness programs.

Yrmis Barroeta activates her CLICK framework to turn technostress into momentum.

BOOK THE SIGNATURE KEYNOTE



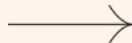
Yrmis **'SPEAKING** *Highlights*



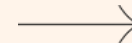
In a world of technostress and constant AI change, Yrmis Barroeta equips teams with the mindset to turn overwhelm into innovation.

Her CLICK framework blends neuroscience, design thinking, problem solving, and storytelling to help leaders shorten AI adoption cycles, build resilience, and create cultures that thrive on uncertainty.

FULL TALK OUTLINE



BOOK A 15-MIN CALL



1•1•1 Signals

A THOUGHT-LEADERSHIP NEWSLETTER
WITH A DEDICATED FOLLOWING OF THOUSANDS OF FUTURE-READY LEADERS

It's my favorite way to connect with each of you! I approach every edition of 1•1•1 Signals with one mission:

To spark momentum across AI adoption, technostress, leadership, innovation & culture, three sharp insights at a time.

- **Mental Infrastructure:** Wellness habits for sharper decisions
- **Minds on a Mission:** Startups redefining the future
- **Invitation to Build:** Tools to stay ahead of change



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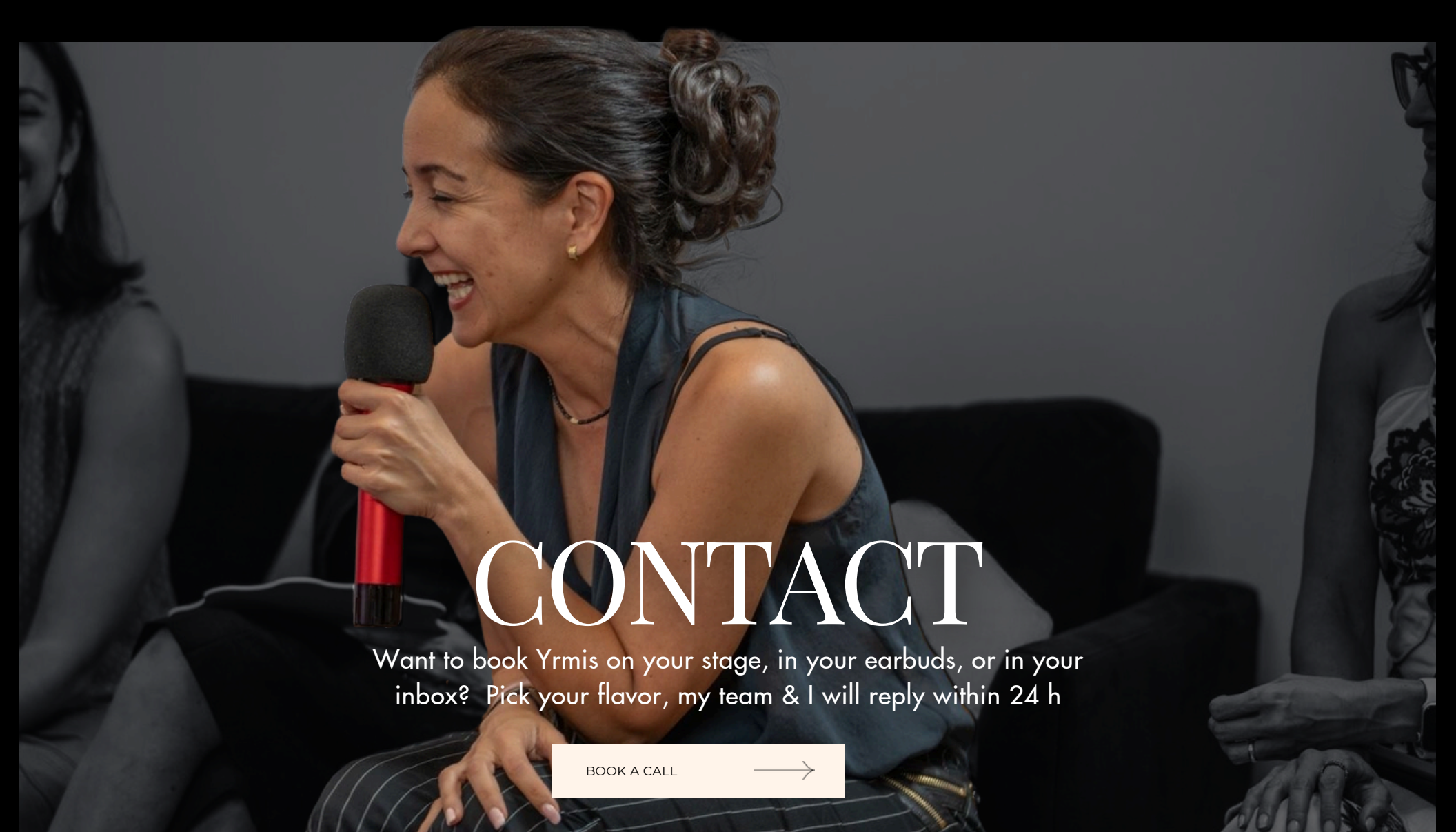
10K+

INSTAGRAM



"HER CHARISMA MIXED WITH HER TRAJECTORY AND PRACTICAL INSIGHTS HELPS ANYONE UNLOCK AN INNOVATION MINDSET. GROWING UP IN THE WILD TAUGHT HER TO SPOT PATTERNS IN THE BUSINESS WORLD OTHERS MISS. HER TALK ALIGNED PERFECTLY WITH WHAT I NEED TO KEEP MOVING FORWARD."





CONTACT

Want to book Yrmis on your stage, in your earbuds, or in your inbox? Pick your flavor, my team & I will reply within 24 h

BOOK A CALL



SPEAKING REQUEST

Your summit needs a 60-min pattern-break. I'll land the insight your audience quotes for years.

PODCAST INQUIRIES

Your listeners want the story they can't unhear. I'll bring the one that rewires how they think.

DISPATCH FEATURE

Want to be interviewed on my next 1•1•1 Signals? 3 questions. Your insights. My reach. Let's write the future.