

A portrait of Yrmis Barroeta, a woman with long dark hair, wearing a beige turtleneck sweater, smiling and resting her chin on her hand. The background is a plain, light grey color.

Yrmis Barroeta

Entrepreneur | Strategist | Founder and Editor of 1•1•1 Signals Newsletter

Advising leaders on innovation, resilience & human-centered growth amid accelerating technostress

[MYHEADQUARTERS.CLUB](https://myheadquarters.club)



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# OFFICIAL BIO

YRMIS BARROETA IS A WORLD-CLASS SPEAKER, ENTREPRENEUR, AND FOUNDER ACROSS THE UNRELATED WORLDS OF FOOD, FASHION, AND WELLNESS TECH, TURNING PERSONAL CRISES AND MARKET GAPS INTO MAGNETIC BRANDS.

A THOUGHT LEADER HELPING TEAMS DEFEAT TECHNOSTRESS AND UNLOCK AN INNOVATION MINDSET, SHE EQUIPS AUDIENCES TO ACT DECISIVELY WHEN CONDITIONS CHANGE AND FLUENCY BREAKS.

- Founder of four companies built from unmet needs, personal crises, and market gaps
- **TEDx San Francisco** speaker on turning a personal health journey into a thriving, community-driven business
- Five-time Parsons “Teacher of the Year” for Business & Entrepreneurship
- Creator of the proprietary **CLICK** framework for innovation under technostress
- Advisor to leaders navigating AI-driven change, performance pressure, and burnout
- Founder & Editor of **1•1•1 Signals** Newsletter, focused on innovation, technostress, and human performance



# SIGNATURE KEYNOTE

## CLICK INTO WILD INNOVATION

Navigating Technostress. Building Adaptive Leaders.

In today's accelerating world of AI disruption and constant change, the pressure to innovate often triggers **technostress, burnout, and stalled performance.**

Delivered through vivid real-world stories, sharp insight, and a touch of humor, the keynote draws on lessons from living in multiple countries and founding four companies across industries, showing how innovation actually happens when fluency breaks and conditions are uncertain.

At its core, her **proprietary CLICK framework** is a practical system that reactivates five intrinsically human cognitive switches: Curiosity, Lenses, Ingenuity, Criticism, and Kickstarting under uncertainty. Together, they turn problem-solving into a repeatable skill rather than a reactive effort.

Whether in person or online, this keynote energizes audiences to **focus under pressure, adapt with purpose, embrace AI and innovation, and lead decisively with resilience** as technology accelerates into a lasting organizational advantage.

BOOK THE SIGNATURE KEYNOTE



# SPEAKING TOPICS

**TECHNOSTRESS** & *Future of Work*

**AI ADOPTION** & *Digital Transformation*

**CHANGE MANAGEMENT** and *Leadership*

**INNOVATION** and *Disruptive Thinking*

**PROBLEM SOLVING** & *Corporate Culture*

**HUMAN PERFORMANCE** & *Resilience, Tech Burnout*

## DESIGNED FOR ORGANIZATIONS WHERE:

- High-performing teams are burning out or disengaging under relentless pressure
- Momentum is slipping as constant change outpaces teams' ability to adapt
- The reality is that technical skill alone no longer protects teams from technostress





# Yumis' PROGRAM *Highlights*

## WHAT AUDIENCES EXPERIENCE

A story-rich, high-energy keynote blending real-world insight, humor, shaped by years observing patterns in wildlife and translating them into modern leadership, innovation. and practical tools to defeat technostress.

## WHAT MAKES THIS DIFFERENT

This keynote names technostress, a modern and often unspoken mental state accelerating with AI. Instead of adding more technology, it reactivates deeply human traits that have been trained out, yet are essential for staying relevant, creative, and innovative as change intensifies.

## WHAT TEAMS LEAVE WITH

Clear tools to defeat technostress, make innovation repeatable, and lead decisively even when expertise no longer applies.

BOOK A 15-MIN CALL 

# 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**

**TEDx**

**24 EAST**

**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

# 1•1•1 Signals

A THOUGHT-LEADERSHIP PLATFORM  
FOLLOWED BY THOUSANDS OF FUTURE-READY LEADERS

**1•1•1 Signals** is the platform behind Yrmis' work.

A living body of work read by leaders navigating AI adoption, technostress, innovation, and culture under constant change.

Each edition is built around **one clear mission**:  
to sharpen how leaders think, decide, and build when it matters most.

The platform extends the same frameworks, language, and mental tools audiences experience on stage, reinforcing ideas long after the keynote ends.

Every edition delivers three signals:

- **Mental Infrastructure:** Wellness habits for sharper decisions
- **Minds on a Mission:** Showcasing startups redefining the future, years before they hit mainstream press
- **Invitation to Build:** Tools to stay adaptive and ahead of change

A continuously evolving body of work shaping how leaders think and act.



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# REACH & RESONANCE

INFLUENCE BUILT THROUGH LONG-FORM THINKING AND LIVED EXPERIENCE OVER TIME

27+

ANNUAL ISSUES

175K+

INBOXES  
Owned Distribution  
Reach

2.2K+

SUBSTACK  
Dedicated Long-  
Form Readers

10K+

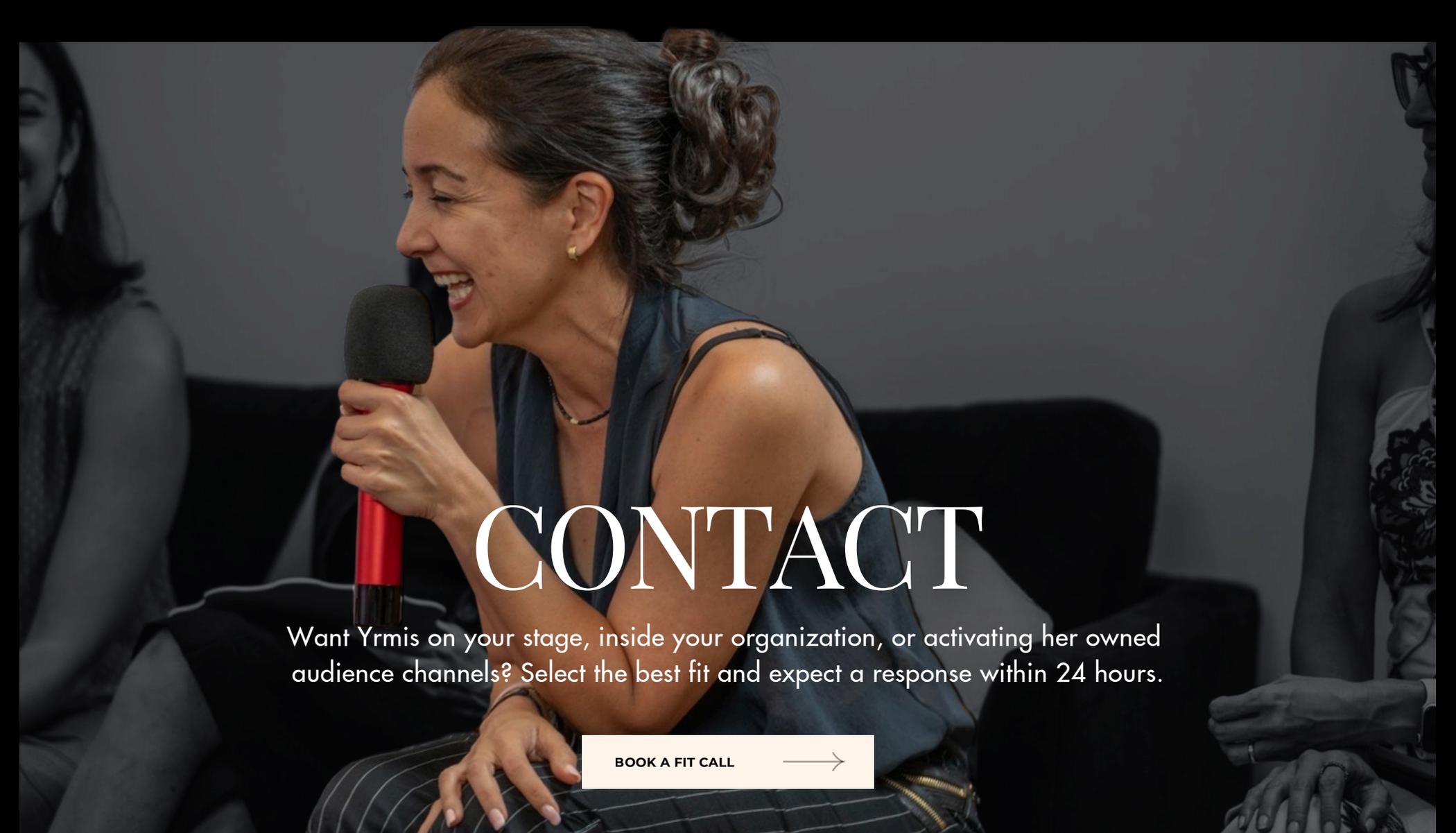
INSTAGRAM  
Professional social  
amplification

IDEAS THAT TRAVEL BEFORE AND AFTER THE STAGE.



"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." VD





# CONTACT

Want Yrmis on your stage, inside your organization, or activating her owned audience channels? Select the best fit and expect a response within 24 hours.

BOOK A FIT CALL



## PODCAST INQUIRIES

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

## SPEAKING REQUEST

Keynotes designed to land insights audiences quote for years.

## 1•1•1 SIGNALS EDITORIAL

Want to be featured in an upcoming edition? Reach out for editorial inclusion, brand collaborations, or sponsored placements aligned with the three pillars.



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