

## **Short Bio/Stage/Podcast Introduction**

Princess Castleberry is CEO of Castleberry Global, a professional speaker, author, and leadership strategist. She is disrupting the leadership capacity crisis with her Live, Lead, and Build Leverage™ Framework. Today, Princess partners with corporations and associations to deliver keynote talks, workshops, and immersive experiences for leaders who want to make better decisions, stress less, and perform well under pressure. She's also the author of *The Truth Is in the Trigger*™, the bold new playbook helping leaders decode what's driving their stress and burnout. She has a unique background of over 20 years as a corporate leader and consultant in enterprise risk management, crisis response, and wellness. Let's welcome Princess.

## **Short Detailed Bio/Stage Introduction**

Princess Castleberry is CEO of Castleberry Global, a full-time professional speaker, and risk strategist disrupting the leadership capacity crisis with her Live, Lead, and Build Leverage™ Framework. Today, she partners with corporations and associations to deliver keynote talks, workshops, and experiences for leaders who want to make better decisions, stress less, and perform well under pressure.

She's also the voice behind *The Truth Is in the Trigger* $^{TM}$ , the bold new playbook helping leaders decode what's really driving their stress and burnout.

With over 20 years of experience in enterprise risk management, crisis response, and business continuity, Princess brings unmatched insight into what breaks leaders—and what builds them. She has led high-stakes strategy across global firms in insurance, construction, staffing, and technology, and now partners with executive teams ready to lead with clarity, resilience, and results.

What sets her apart? Her frameworks don't just inspire—they work. Grounded in global business, behavioral science, and wellness strategy, Princess blends real-world expertise with human insight. Her work equips leaders to make sharper decisions with less stress, eliminate conflict waste, and unlock the behaviors that drive sustainable performance.

If your organization is growing fast—but your people are burning out—Princess is the partner you call.

## Long Bio

Princess Castleberry [Yes, that's her REAL name!] is a Global Keynote Speaker and Leadership Strategist who helps fast-growing organizations uncover hidden triggers, behaviors, and misalignments that stall momentum, drain investments, and erode performance. Instead of applying temporary fixes, she delivers sustainable solutions that turn obstacles into levers for lasting success.

Through her proprietary Live, Lead, and Build Leverage™ framework, Princess equips leaders with practical strategies that eliminate inefficiencies, enhance decision-making, and build resilience to burnout and decision fatigue, ensuring that the solutions not only work but also stick.

Before launching her leadership training company, Castleberry Global, in 2019, Princess spent over two decades as an expert in enterprise risk management, human resources, and organizational resilience. She worked with global leaders such as Marsh & McLennan, Pulte Homes, and Kelly Services, bringing strategic expertise in global insurance, business continuity, cybersecurity, and wellness counseling across the U.S., EMEA, and APAC regions.

A proud alumna of the Goldman Sachs 10,000 Small Businesses and Goldman Sachs One Million Black Women: Black in Business programs, Princess now partners with corporate clients, professional associations, and entrepreneurial hubs to help them drive high-impact, enduring change.

She holds a Bachelor's Degree in International Business from Illinois Wesleyan University, a Master of Training and Development from Oakland University, and a Certificate in Wellness Counseling from Cornell University.

Princess commands the stage with bold energy, sharp insights, and humor that challenge leaders to go deeper. She is a featured TEDx speaker (her first time ever on a main stage) and thought leader published in Fast Company, Silicon Republic, and Supply & Demand Chain Executive.

Born, raised, and based in Detroit, Michigan, USA, Princess is a global citizen who immerses her family in cultures around the world.