

BIO

Erin Hatzikostas is a former Corporate CEO turned Authenticity Aficionado.

Often called “*The Mel Robbins for business*,” Erin is a globally recognized expert on the impact of authenticity in the workplace. She’s a sought-after keynote speaker, award-winning author of *You Do You(ish)* and *The 50% Rule*, and co-host of the hit podcast *b Cause Work Doesn’t Have to Suck*.

Her TEDx Talk was among the Top 20 most-viewed TEDx talks worldwide in 2021, and Erin’s thought leadership has reached hundreds of thousands. She’s been featured by ABC, CBS, Business Insider, Fast Company, and more. Erin’s company is also behind a groundbreaking national study on authenticity’s impact in the workplace.

With a dynamic blend of humor, intelligence, and unfiltered honesty, Erin is sure to be your favorite no-nonsense navigator through the corporate junk jungle, helping you see that authenticity isn’t a buzzword—it’s a business strategy.

STAGE INTRO

Erin Hatzikostas (Hatzuh-kahstis) is a former corporate CEO turned professional pot-stirrer.

As CEO of a 9-figure healthcare company, Erin led a massive financial and cultural turnaround. But she didn’t do it through grit and grind. Instead, she used one counterintuitive strategy: authenticity.

That success sparked an obsession. Erin has since become an internationally-recognized expert on authenticity in the workplace.

She’s an award-winning author of two books: *You Do You (ish)* and *The 50% Rule*, and her TEDx Talk was one of the Top 20 most globally viewed in 2021.

Erin’s insights and research on authenticity have been featured by ABC, CBS, Business Insider, Fast Company, among others. She also co-hosts the hit podcast, *b Cause Work Doesn’t Have to Suck*.

Erin's here today to show you that authenticity isn't fluffy unicorn doo-doo — it's the most underused power move in business.

Please welcome... Erin Hatzikostas!