

Speaker's Bio – Herek Loei

Herek is the founder of the People > Profits Movement. He is dedicated to helping purpose-driven businesses grow ethically and sustainably using Trust-Based Growth Models. The human-centered approach prioritizes client retention, loyalty, and building empowered teams. Herek has studied with the top industry leaders such as Brian Kurtz, Joel Bauer, and Jay Abraham. He is also trained in Neurolinguistic Programming (NLP), sport psychology, and occupational therapy. Herek's past military experience as a commando means he is used to working efficiently, without BS. His life experiences allow him to look at problems from multiple angles and solve them at the root cause level.

In 2020, Herek's entrepreneurial journey started from ground zero. He did not have sales, marketing, and business knowledge. After buying numerous courses, joining events, and masterminds, Herek is disillusioned by the hype and manipulative tactics of bro-marketing. Herek's mission is to share with businesses how to thrive through integrity, trust, and authentic client relationships. The core belief is: By putting people first, businesses can achieve sustainable growth and build lasting, meaningful success.

Herek is known for being direct, no fluff, and speaking the inconvenient truth. His no BS insights and unique perspectives are not based on theory, but actual in-the-trenches experience. Herek is also the author of Effective Thinking System: Essential Mental Tools for Aspiring Entrepreneurs. His work has helped people to shift their mindset, improve relationships, and build ethical, people-first brands.

Speaking Topics:

- Stop Chasing Leads, Fix the Leak! Reduce Churn and Build Loyal Clients for Life
- People > Profits: Restoring Trust with Clients and Teams in the Age of AI
- The War Against Bro-Marketing: Why Hype is Dying & What Businesses Must Do To Thrive (In 2025 and beyond)
- The BIGGEST Mistake Businesses Are Committing That Kills Loyalty (And How To Fix It).

- Empowered Teams, Lasting Success: The Surprising Truth Every Leader Must Know

To book Herek Loei for your event, workshop, or podcast, please contact:

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