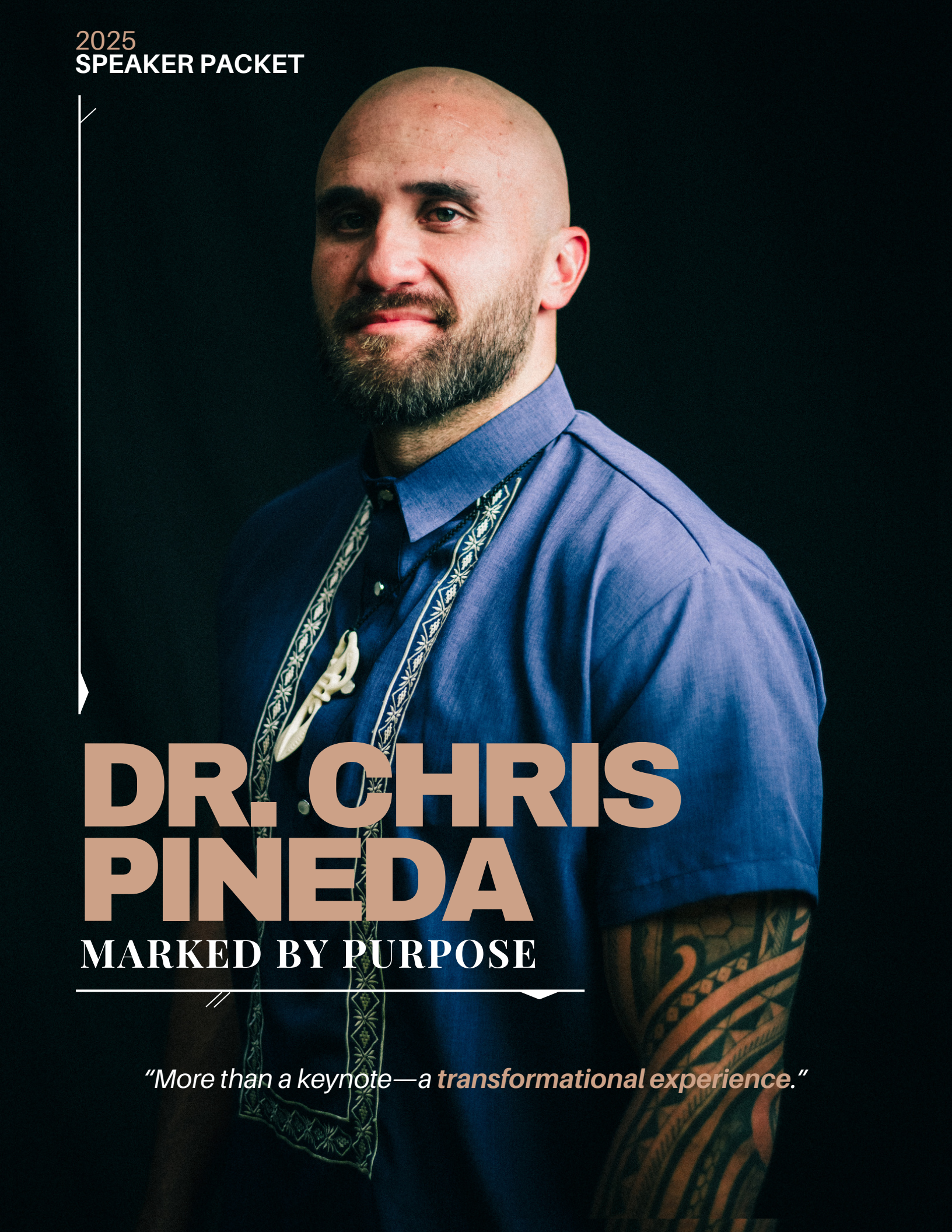


2025
SPEAKER PACKET

A portrait of Dr. Chris Pineda, a bald man with a beard, wearing a blue button-down shirt with a patterned scarf and a bone pendant. He has a large tattoo on his left arm. The background is dark.

DR. CHRIS PINEDA

MARKED BY PURPOSE

*"More than a keynote—a **transformational** experience."*

DR. CHRIS PINEDA

FOUNDER. SPEAKER. PHILANTHROPIC PARTNER

TRANSFORMATION DOESN'T
HAPPEN BY ACCIDENT.
IT BEGINS WITH PURPOSE
AND FLOURISHES WHEN
THE RIGHT CONDITIONS ARE
PRESENT.

”



Chris Pineda, PhD, has seen this truth proven again and again: in classrooms, boardrooms, and entire communities. From serving as CEO in healthcare, to guiding executives and educators, to partnering with philanthropic leaders on multi-year community initiatives, every step of his journey has carried the same charge: *helping people uncover purpose and create lasting change.*

Chris believes *transformation is caught, not taught*—it spreads through lived example, authentic connection, and the environments leaders create. This conviction led him to create the **Marked By Purpose™** and the **7 Conditions of Transformation™**, frameworks that equip leaders to build trust, align teams, and move beyond transactional culture into impact that endures.

Today, as a transformative speaker, organizational psychologist, and the founder of Groundwork Leadership and The Rooted Institute, Chris continues to walk alongside leaders and organizations, cultivating the conditions where both people and communities can thrive.

“Chris is a brilliant, creative thinker and a gifted teacher. He draws from a deep well of experience with people to inform theory and practice in the fields of leadership, conflict resolution, and peacebuilding.”

BENJAMIN COOK CO-FOUNDER AT WALKING DISTANCE

SIGNATURE KEYNOTE:

MARKED BY PURPOSE

MORE THAN A KEYNOTE—

A TRANSFORMATIONAL
EXPERIENCE THAT LEAVES A
MARK ON YOU, YOUR
ORGANIZATION AND YOUR
COMMUNITY



KEYNOTE INTRODUCTION:

This transformational keynote was born from a near *impossible challenge*: to ignite lasting transformation in his community with the promise of unlimited resources.

For three years, nearly every effort fell short. Change seemed out of reach—until Chris turned to the wisdom of his indigenous heritage.

From that breakthrough came the **Culture of One** and the **7 Conditions of Transformation**—a framework that moves leaders and organizations beyond transactional culture into true transformation. At its foundation lies

PURPOSE.



**MARKED BY
PURPOSE**

Through story, ritual, and reflection, Chris invites participants to uncover their deeper **WHY**, mark themselves with a symbol, and memorialize it with a professional portrait—a lasting reminder of their commitment.

Audiences leave not just inspired, but **marked by purpose**—equipped with clarity and ready to spark transformation in their organizations and communities.

**WHERE
PURPOSE
BECOMES
PERMANENT**



"Chris opened my eyes as a leader."

JARED VIRTUE WEALTH & MANAGEMENT ADVISOR

**MARKED BY
PURPOSE**

