

A portrait of Chris Pineda, Ph.D., a bald man with a beard, wearing a blue shirt and a patterned scarf. He is looking slightly to the right of the camera. The background is dark. The text is overlaid on the bottom left of the image.

# CHRIS PINEDA, PHD

MARKED BY PURPOSE

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

# CHRIS PINEDA, PHD

SPEAKER | PSYCHOLOGIST | BEST SELLING AUTHOR

HOW YOU SHOW UP UNDER PRESSURE CHANGES EVERYTHING. PINEDA CREATES EXPERIENCES THAT HELP LEADERS STEP OUT OF AUTOPILOT, DEFINE THEIR PURPOSE, AND LEAD WITH CLARITY, INTENTION, AND IMPACT.



Chris Pineda, PhD is an organizational psychologist, keynote speaker, and author of *Beneath the Transaction*. He is also the creator of the 7 Conditions of Transformation™, a framework built to help leaders and teams create meaningful, lasting change.

**Chris helps leaders reconnect to the purpose behind their work so they can lead with clarity, intention, and impact.**

Over the years, Chris has coached and developed leaders and teams across nonprofit, education, government, business, and healthcare settings. Through that work, he's seen the same challenge show up again and again: people doing everything right on the outside while feeling disconnected underneath.

His work blends modern psychology with Filipino Indigenous wisdom and real-world leadership experience. He doesn't just talk about leadership. He creates experiences that help people slow down, reflect, and reconnect to what actually drives transformation.

In his keynote, *Marked by Purpose*, audiences don't just hear a message. They define their purpose, capture it in a simple and tangible way, and walk away with something they can carry into how they lead every day.

## SIGNATURE TOPICS

LEADERSHIP

CHANGE

CULTURE

MINDSET

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

**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**



**Beneath the Transaction challenges the way we think about leadership, culture, and change.**

Instead of surface-level strategies, it introduces the 7 Conditions of Transformation™—a practical framework for creating lasting change in individuals, teams, and organizations.

Grounded in real-world leadership experience and research, the book shows how purpose becomes the foundation for alignment, trust, and performance. **It's a call for leaders to move beyond going through the motions—and to choose to**

**live & lead**

**BENEATH THE TRANSACTION**



**#livebeneath**

**MARKED BY  
PURPOSE**

The Marked by Purpose

# PORTRAIT EXPERIENCE

WHERE PURPOSE BECOMES  
PERMANENT

At the close of Chris Pineda's Marked by Purpose keynote, participants are invited to make their purpose visible. After reflecting deeply and creating a personal symbol that represents their purpose, they draw that symbol on their arm — a mark of commitment inspired by Chris's Filipino heritage.

Each participant is then photographed — not as an audience member, but as someone **marked by purpose**. These portraits capture a decision to live with clarity, courage, and intention.

Participants receive **two professional portraits** as a lasting reminder of their commitment, and event organizers may receive a short highlight reel that captures the spirit of transformation shared in the room.



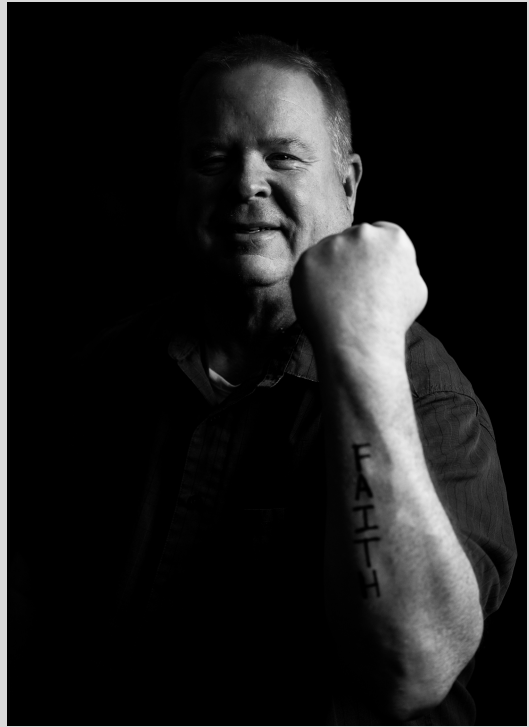
## PARTICIPANT REVIEWS

*"This was such a powerful experience for me. Chris's focus on transformational change is an inspiration for how we can work together within our organizations and communities to create significant positive impacts."*

KEYNOTE PARTICIPANT: KIM HANSON

*"I've struggled for 10 years to really nail down my purpose in words that matter to me and after this experience things just clicked. I am now deeply connected to my purpose, it reminds me of who I want to become."*

KEYNOTE PARTICIPANT: HASSAN



#markedbypurpose  
@transformwithchris



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## KEYNOTE THEMES & BREAKOUT SESSIONS

*These topics are rooted in Chris's research-backed framework, the 7 Conditions of Transformation™, and can be delivered as keynotes, workshops, or breakout sessions.*

### Create Committed Teams

Build Accountability and Ownership That Lasts

### Communication That Moves People

How the Way You Speak Shapes Culture and Results

### The Courage to Lead

The Change You Want Is on the Other Side of Vulnerability

### Consistent Leadership

Doing Ordinary Things with Sacred Intention

### Build Trust That Holds

Creating Relationships That Withstand Pressure and Change

### Psychological Safety That Performs

The 7 Pillars of Trust, Belonging, and High-Performing Teams

IN-PERSON  
KEYNOTE

IN-PERSON  
WORKSHOPS &  
BREAKOUTS

VIRTUAL  
KEYNOTE

LET'S WORK  
TOGETHER!

Please feel free to contact me for any questions.



WATCH MY  
SPEAKER REEL

