



ADRIANA VACCARO

Culture Strategist | CEO, Culture Redesigned | Best-Selling Author

BIO

Adriana Vaccaro is an award-winning entrepreneur, organizational **culture strategist**, and best-selling author with over **15** years of experience helping organizations align people practices with business outcomes. Her work bridges behavioral science, data analytics, and leadership development to drive trust, execution, and sustainable performance.

As founder and CEO of Culture Redesigned, Adriana partners with **mission driven** organizations to build cultures of belonging and innovation. Under her leadership, the firm has delivered measurable results across sectors, strengthening executive teams, improving employee engagement, and increasing organizational effectiveness through data-informed culture strategies.

Adriana is also the author of Culture-Minded: Six Tools to Transform Organizational Culture and Empower Humanity, an Amazon best-seller blending research, practical tools, and real-world case studies.

FEATURED IN: **yahoo!**
finance

WORCESTER
Business
Journal


UNITED LATINAS

 Authority
Magazine

 LIVABILITY
MEDIA

SIGNATURE KEYNOTE

» Culture as a Competitive Advantage

This high-impact keynote reframes culture as a set of observable behaviors, leadership signals, and organizational systems that **directly influence** performance, retention, and innovation.

Leaders leave with clarity, language, and practical frameworks they can apply **immediately** without adding complexity.

Audiences Will Walk Away With:

- » A modern definition of culture that **connects** what people do with how work gets done
- » A maturity model to evaluate and **evolve** organizational culture
- » Leadership practices that build **trust**, increase **psychological safety**, and improve **execution**

CORE THEMES

- » Culture as a **measurable** business driver
- » Leadership behavior and organizational **outcomes**
- » Trust as the **multiplier** of speed, cost, and performance
- » Belonging, **engagement**, and emotional regulation at work
- » Moving from reactive cultures to empowered, **high-performing** organizations

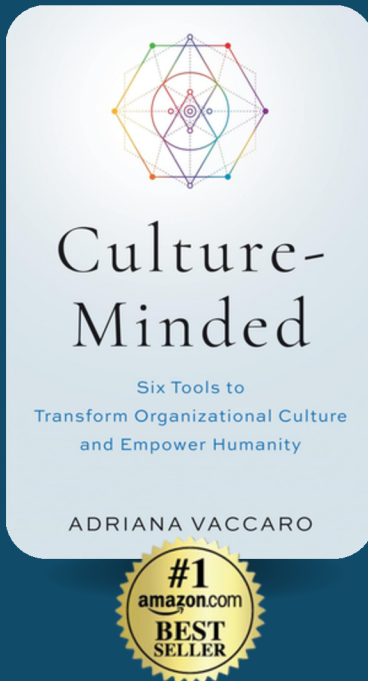
IDEAL AUDIENCES

- » Executive teams & senior leaders
- » Boards of Directors
- » Nonprofit and for profit mission-driven organizations
- » Conferences focused on leadership, innovation, workforce development, and change

FORMAT OPTIONS

- » Keynotes (45–75 minutes)
- » Interactive keynotes & workshops 90+ Minutes
- » Executive retreats & leadership offsites
- » Customized experiences

BOOKS AVAILABLE FOR BULK PURCHASE FOR ATTENDEES



TESTIMONIALS

"Adriana's insights left a lasting impression on our leaders and reshaped how we think about culture."

– Senior VP, American Red Cross Global Organization

"Adriana's genuine passion for organizational culture shines through in everything she does. She is highly knowledgeable, delivers exceptional work, and brings true expertise to every engagement."

– Director of Development, ESWA Non profit organization

"Adriana is intellectually sharp and incredibly inspiring. Her keynote was packed with insight, grounded in evidence, and delivered with warmth and conviction. She left our audience energized, challenged, and ready to act."

– CEO of CIOR Manufacturing Company

TRUSTED BY



American Red Cross



The City of WORCESTER



BOOKING INFO:



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