

MEDIA KIT

Tamera Schmidt

AUTHOR · KEYNOTE SPEAKER
LEADERSHIP STRATEGIST

Stop waiting for the answer.
Build a life inside the question.

SIGNATURE KEYNOTES

Competence Can Become Camouflage

For revenue and corporate leadership

The During™: Building a Life Inside the Question

For health, nonprofit, faith and women's leadership audiences

THE BOOK

The During™

Literary nonfiction · Available January 11, 2027
Presale opens December 1, 2026

LEADERSHIP PROGRAMS DELIVERED FOR

Cisco · ServiceNow · Pure Storage · NetApp · IBM · Hilton
App Annie · Infoblox · Greenhouse · Delphix · Benevity

tam@yourenlightenedcoach.com · yourenlightenedcoach.com · @theduringtm

The During™ is a body of work by Tamera Schmidt. The During™ is a trademark of Enlightened Coach LLC for educational, speaking and workshop services.

About Tamera

SHORT BIO · ABOUT 50 WORDS

Tamera Schmidt is an author, keynote speaker and leadership strategist who has spent four decades working from inside change. A former revenue and transformation leader at HP, VMware and BEA/Oracle and six-time President's Club honoree, she founded Enlightened Coach and is the author of *The During™*, available January 11, 2027.



AT A GLANCE

- 40+ years of enterprise experience
- Six-time President's Club honoree
- HP, Agilent, VMware, BEA/Oracle
- Founder, Enlightened Coach (2015)
- Two signature keynotes and four workshops
- Ordained interfaith minister of 30 years
- Neuro-Transformation trained
- Based in Bend, Oregon

FULL BIO · ABOUT 200 WORDS

Tamera Schmidt has spent four decades working from inside change. As a revenue and transformation leader at HP, VMware and BEA/Oracle, she was a six-time President's Club honoree. She worked through HP's separation into Agilent, one of the most consequential corporate splits in business history, served inside a CEO's change office, and led global field onboarding at VMware during a period of extraordinary growth.

In 2015 she founded Enlightened Coach, where organizations bring her in to strengthen the leaders responsible for carrying strategy forward, through keynotes, leadership-team sessions and applied programs including the Deliberate Sales Manager cohort and the Applied Leadership Cohorts. She has delivered leadership programs for Cisco, ServiceNow, Pure Storage, NetApp, IBM, Hilton, App Annie, Infoblox, Greenhouse, Delphix and Benevity.

Tamera taught the theory of transition years before she lived its hardest version, as a caregiver to her husband through terminal brain cancer while continuing to work and lead. That experience became *The During™*, her book of literary nonfiction about functioning while being changed from the inside, and her two signature keynotes, Competence Can Become Camouflage and The During™: Building a Life Inside the Question.

She is Neuro-Transformation trained, an ordained interfaith minister of thirty years, and lives in Bend, Oregon.

"I have led more than one meeting while something in my life was quietly coming apart, and I never had a word for it. Tamera Schmidt gave it to me."

RODERICK JEFFERSON · CEO, RODERICK JEFFERSON & ASSOCIATES

The During™ is a body of work by Tamera Schmidt. The During™ is a trademark of Enlightened Coach LLC for educational, speaking and workshop services.



THE DURING™ · SIGNATURE KEYNOTE

Competence Can Become Camouflage

We love a before-and-after story. It reassures us that disruption eventually becomes meaning. But most of us are not standing safely in the "after." We are answering emails, leading teams, raising families, making decisions and appearing capable while something inside us is still changing. In this keynote, Tamera Schmidt gives audiences language for that rarely acknowledged space, and for the distance that can grow between how well someone is functioning and what they are actually carrying.

WHAT AUDIENCES LEAVE WITH

- Recognition of their own During
- A new understanding of how competence can become camouflage
- Greater awareness of what colleagues and employees may be carrying unseen
- Language for living and leading before the answers arrive
- The feeling that they are not the only one

IDEAL FOR

Sales kickoffs, all-hands meetings, leadership and enablement offsites, conferences and association meetings, and HR and L&D audiences. Delivered in person or as a fully produced virtual session.

This is not inspiration as performance. It is recognition, and people leave feeling less alone.

FORMAT ONE

Signature keynote

Competence Can Become Camouflage, 45 to 60 minutes, for a kickoff, leadership summit or sales conference. In person or virtual.

FORMAT TWO

Workshop for revenue teams

A working session for revenue leaders, from CROs to frontline sales and SE managers: 90 minutes after the keynote, or a half day for an offsite. 12 to 40 per room, in person or virtual.

FORMAT THREE

Strategic Partnership Engagement

For two companies that have signed an agreement to sell together: a sponsor conversation with each company, one facilitated day with both teams, and follow-through at 30 and 90 days.

Invite Tamera to Speak

KEYNOTES · WORKSHOPS · EXECUTIVE SESSIONS · OFFSITES

tam@yourenlightenedcoach.com
yourenlightenedcoach.com/speaking

The During™ is a body of work by Tamera Schmidt. The During™ is a trademark of Enlightened Coach LLC for educational, speaking and workshop services.



THE DURING™ · KEYNOTE AND WORKSHOPS

The During™: Building a Life Inside the Question

The hardest part of transformation often isn't the loss or the breakthrough. It's the long stretch between them, when life has already changed, the answer hasn't arrived, and people are still expected to function. This keynote gives that stretch a name and gives audiences language for living and leading inside it, without asking anyone to rush toward resolution.

> *"I didn't go numb. I went competent. And competence, it turns out, is its own kind of camouflage."*
>
> From The During™

WHO IT'S FOR

Hospitals and health systems, chaplaincy and palliative care, caregiving and faith communities, nonprofits, women's leadership summits, and conferences on transition and reinvention.

FORMATS

A 45 to 60 minute keynote or a fireside conversation, in person or virtual, which can be followed by a workshop below.

WORKSHOP

Supporting Others Without Losing Yourself in the Unresolved Middle

For clinicians and care teams, chaplains, caregivers and nonprofit staff who hold other people's crises all day. Language and practice for staying present with what is unresolved, for the people they serve and for themselves.

90 minutes after the keynote, or a half day. In person or virtual.

WORKSHOP

Leading, Living and Deciding When the Future Is Still Unclear

For nonprofit executive directors and boards, women's leadership retreats and leadership offsites. How to make sound decisions and lead others well while the outcome is still uncertain.

90 minutes after the keynote, or a half day. In person or virtual.

WORKSHOP

Who Are You Becoming?

For the person in the room living through their own during: women's leadership events, reinvention and transition conferences, faith and community gatherings, and caregiver retreats.

90 minutes after the keynote, or a half day. In person or virtual.

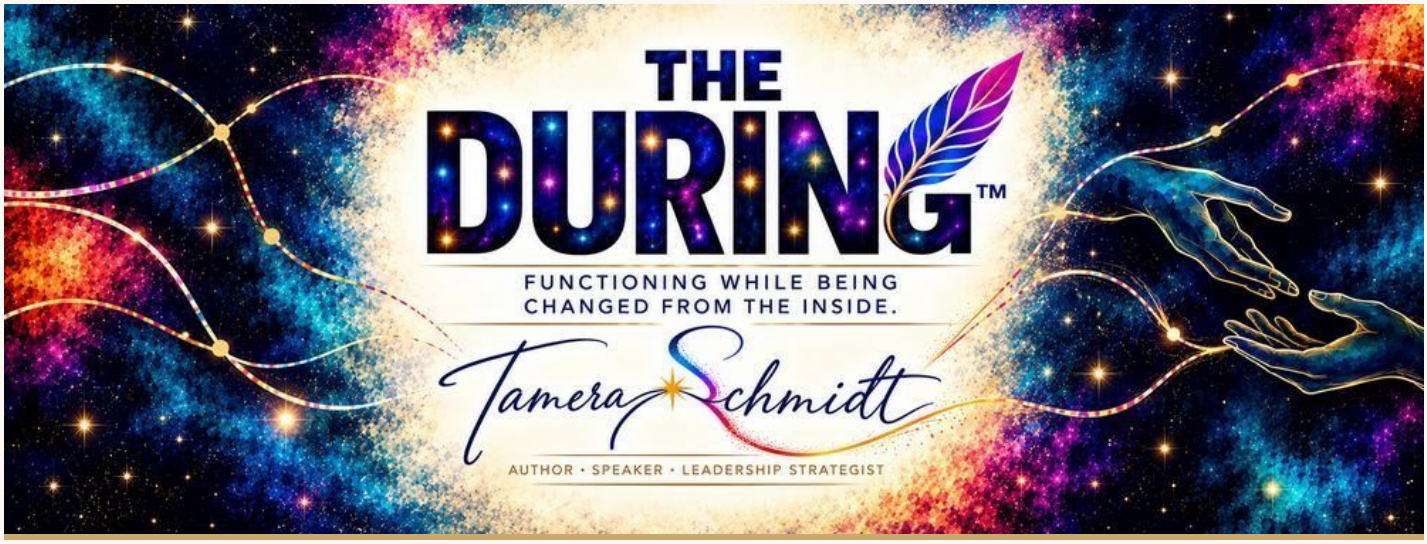
This is not grief counseling, therapy, burnout programming or motivational speaking. What it requires is a room willing to recognize the humanity people are already carrying.

Invite Tamera to Speak.

KEYNOTES · WORKSHOPS · EXECUTIVE SESSIONS · OFFSITES

tam@yourenlightenedcoach.com
yourenlightenedcoach.com/speaking

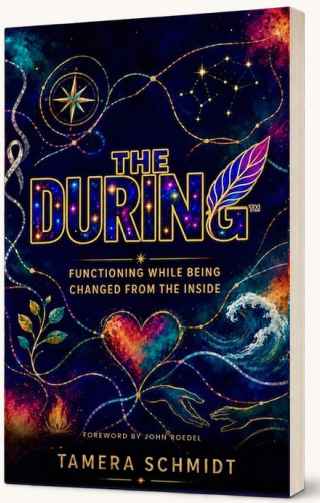
The During™ is a body of work by Tamera Schmidt. The During™ is a trademark of Enlightened Coach LLC for educational, speaking and workshop services.



The During™

Functioning While Being Changed From the Inside · by Tamera Schmidt

LITERARY NONFICTION · PRESALE DECEMBER 1, 2026 · AVAILABLE JANUARY 11, 2027



Stop waiting for the answer. Build a life inside the question.

A during is the space between what happened and whatever comes next, after life has changed but before you understand who you are becoming.

The During™ is literary nonfiction blending fable, reflective essay and personal narrative. It is about caregiving, loss, leadership and identity, but most of all, it is about functioning while being changed from the inside.

The During™ is also a growing body of work by Tamera Schmidt: the book; two keynotes, Competence Can Become Camouflage and The During™: Building a Life Inside the Question; four workshops; and a literary publication on Substack and YouTube.

READ THE DURING™

Substack and YouTube: @theduringtm
Book and media inquiries: tam@yourenlightenedcoach.com

The During™ is a body of work by Tamera Schmidt. The During™ is a trademark of Enlightened Coach LLC for educational, speaking and workshop services.

Press Photos

High-resolution originals are available on request from tam@yourenlightenedcoach.com.

PORTRAITS



Headshot

Tamera-Schmidt-Headshot.jpg

Programs, bureau listings, podcast and event promotion.



Author portrait

Tamera-Schmidt-Author-Portrait.jpg

Book coverage, author interviews and literary features.



Author portrait, black and white

Tamera-Schmidt-Author-Portrait-BW.jpg

Monochrome print and book publicity.



Lifestyle portrait

Tamera-Schmidt-Lifestyle.jpg

Features, interviews and personal profiles.

ON STAGE AND IN THE ROOM



Speaker

Tamera-Schmidt-Speaker.jpg

Keynote promotion and conference programs.



Leadership

Tamera-Schmidt-Leadership.jpg

Corporate events and business press.



Podcast

Tamera-Schmidt-Podcast.jpg

Episode art and podcast promotion.



On stage

Tamera-Schmidt-Stage.jpg

Full-length for event pages and stage promotion.



In conversation

Tamera-Schmidt-In-Conversation.jpg

Interviews, features and coverage of The During™.

Please use photos unaltered and never crop through the face. The headshot is the preferred image for programs, bureau listings and event promotion.

The During™ is a body of work by Tamera Schmidt. The During™ is a trademark of Enlightened Coach LLC for educational, speaking and workshop services.

More Press Photos

Wide, square, workshop and detail formats. High-resolution originals are available on request from tam@yourenlightenedcoach.com.

WIDE FORMAT · 16:9



Fireside

Tamera-Schmidt-Fireside.jpg

Fireside conversations, video features and event pages.



Wide portrait

Tamera-Schmidt-Wide.jpg

Website headers, YouTube, Substack and LinkedIn banners, with open space on the right for titles.

EXECUTIVE, SQUARE, WORKSHOP AND DETAIL



Executive portrait

Tamera-Schmidt-Executive.jpg

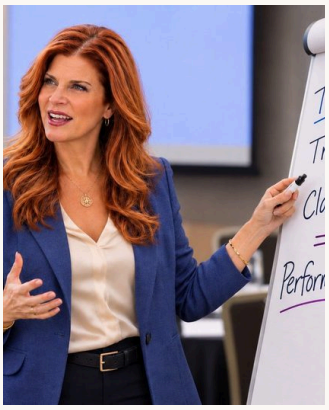
Corporate keynotes, leadership programs, business features and LinkedIn.



Community headshot

Tamera-Schmidt-Headshot-Denim.jpg

Community, faith and nonprofit programs, podcast guest profiles and profile images.



Workshop

Tamera-Schmidt-Workshop.jpg

Workshop, offsite and leadership-team session promotion.



The During™ detail

The-During-Detail.jpg

Substack, literary features and book posts.

Please use photos unaltered and never crop through the face. The wide portrait is sized for 16:9 headers and thumbnails, and the square headshot for profile images.

The During™ is a body of work by Tamera Schmidt. The During™ is a trademark of Enlightened Coach LLC for educational, speaking and workshop services.

Emcee Introductions

To be read aloud, about 45 seconds each. Use the one that matches the keynote.

FOR COMPETENCE CAN BECOME CAMOUFLAGE

Our next speaker has spent four decades working from inside change. Tamera Schmidt led revenue and transformation at HP, VMware and BEA/Oracle, earned President's Club six times, and worked through HP's split into Agilent from the inside. Today, through her company Enlightened Coach, she helps organizations strengthen the leaders who carry change forward.

She is also the author of *The During™*, a book about the stretch where life has already changed, the answer has not arrived, and you are still expected to function.

Her keynote asks a question every leader in this room should hear: what if the people who seem to be doing fine are the ones carrying the most?

Please welcome Tamera Schmidt, with Competence Can Become Camouflage.

FOR THE DURING™: BUILDING A LIFE INSIDE THE QUESTION

Our next speaker knows the long middle of change from both sides. For four decades, Tamera Schmidt led people through transformation at HP, VMware and BEA/Oracle, and she has been an ordained interfaith minister for thirty years. For seventeen months, she cared for her husband through brain cancer while continuing to work and lead.

She is the author of *The During™*, a book about the stretch where life has already changed, the answer has not arrived, and you are still expected to function. Today she invites us to stop waiting for the answer and build a life inside the question.

Please welcome Tamera Schmidt, with The During™: Building a Life Inside the Question.

BOOKING AND MEDIA

Invite Tamera to Speak

Keynotes, workshops, leadership working sessions, podcasts and media interviews, in person or virtual.

tam@yourenlightenedcoach.com

yourenlightenedcoach.com/speaking · Substack and YouTube: @theduringtm

Speaker bureaus and agents are welcome to inquire. Fee schedule available on request. Nonprofit, faith and community rates available. Book signings and bulk copies of The During™ can be added to any engagement.



The During™ is a body of work by Tamera Schmidt. The During™ is a trademark of Enlightened Coach LLC for educational, speaking and workshop services.