



# Michele Ruiz

ENTREPRENEUR | SPEAKER | THOUGHT LEADER | AUTHOR | MOM

Michele Ruiz is a three-time **serial entrepreneur, keynote speaker**, former Emmy® Award-winning **T.V. news anchor, mom**, and **best-selling author**.

## Entrepreneur

Michele is an entrepreneur, best-selling author, and sought-after speaker at conferences around the world. Michele's wide range of ventures include co-founding [BiasSync](#), a science-based technology company designed to enable organizations to effectively assess and manage unconscious bias in the work environment. She is a trusted advisor to senior executives at Fortune 20 multinational corporations and some of today's highest profile thought leaders and elected officials.

Michele's passions range from mitigating unconscious bias using scientifically validated methodologies to exploring leading-edge technologies. She is widely recognized and sought out as a subject matter expert in empowerment, entrepreneurship, sophisticated communication strategies, and diversity, equity, inclusion, and accessibility (DEIA).

In addition to her work with BiasSync, Michele leads [Ruiz Strategies](#), a certified minority-owned (MBE) and woman-owned (WBE) business, headquartered in Los Angeles, California, with operations in Washington, D.C., and Houston, Texas. The firm specializes in change management and DE&I consulting for large corporations and government agencies.

### Michele's Client Roster Includes:



Fortune 500  
Companies



Government  
Agencies



Major Professional  
Services Firms

Michele's deep entrepreneurial experience has been instrumental in her quest to educate, inspire, and empower business owners. Her online **mentoring program**, [Possibility Architect®](#), is designed for female entrepreneurs determined to scale their businesses over \$1 million in annual revenue with corporate and government clients, drawing upon her own experience and success.

Michele founded her first company, [SaberHacer.com](#), a bilingual expert-based "how-to" educational broadband site for U.S. Latinos online. She launched the successful video-on-demand site to provide quality information for U.S. Latinos when she determined a void of culturally relevant content for Hispanics. Her mission has always been simple: to do what she can to help people and change lives.

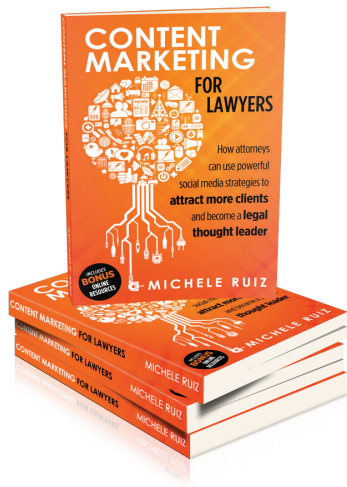
Before becoming an entrepreneur, Michele Ruiz enjoyed a long career as an award-winning broadcast journalist and received 16 Emmy nominations during her news broadcasting career, 5 Emmys, 4 Golden Mikes, and LA Press Club Awards.

# Speaker and Thought Leader

A prominent keynote speaker on a wide range of topics, Michele inspires and motivates her audiences with singular, compelling storytelling skills—all drawn directly from her own life experiences. Some of the topics Michele speaks about include business communication, unconscious bias, entrepreneurship, leadership, and empowerment.

Michele has been a member of the Association of Transformational Leaders since 2016, and has spoken at major conferences around the world in the United States, Sweden, Singapore, India, and Turkey, to name a few.

She is widely quoted and featured as a sought-after thought leader in major media outlets, including Forbes, CNN, The New York Times, and many others. Michele regularly shares insights with more than 100k followers through her many communication outlets, including blogs, videos, and more.



## Author

Michele's **first book**, *Content Marketing for Lawyers*, was published in 2016. The best-seller helps attorneys use powerful content marketing and social media strategies that Michele has developed for her Fortune 20 corporations to attract more clients and become a legal thought leader. "It may well be the most valuable business development book you will ever read," is just one of the many reviews of the book.

## Accomplishments

Among her many accomplishments, Michele is:

- Under Michele's leadership, BiasSync was recognized by the LA Business Journal as Company of the Year at the publication's Diversity, Equity, and Inclusion (DEI) Awards, recognized under the symposium's Growth category
- A Businesswoman of the Year—Latina Style Magazine
- An honoree of the International Women's Entrepreneurial Challenge
- A 2014 Enterprising Woman of the Year
- A published author
- An award-winning broadcast journalist with KTLA and KNBC
- A 5x Emmy® winner—and 16x Emmy® nominee
- A 4x Golden Mike winner
- A recipient of multiple LA Press Club Awards
- A City of Los Angeles commendations recipient for "Outstanding Citizenship for Civic Contributions" and "Dedication to the Community"
- A Board of Trustees of the ArtCenter
- A Cal State Fullerton's Vision and Visionaries award recipient given to titans in business, science, education, communications, and the arts
- An advisor to Macy's Executive Leadership as a member of the retailer's Supplier Diversity Advisory Council
- An advisor to the US Golf Association focused on diversity and inclusion initiatives

You can keep up and connect with Michele on her website, [MicheleRuiz.com](http://MicheleRuiz.com) and social media.

