

SPEAKER KIT 2026



Tracy Ryan

Keynote Speaker · Brand Strategist · Advocate

Resilience · Courage · Story ·
Leading through the unthinkable

hello@tracyryan.com · tracyryan.com



MEET TRACY

Resilience isn't a theory. It's her story.

From hospital rooms to the White House, Tracy Ryan turns 14 years of fighting for her daughter's life into unforgettable lessons on resilience, courage, purpose and the power of a story told well.

200+

Keynotes & appearances worldwide

\$11M+

Raised for her companies & science

5×

Invited guest of the White House

4

Companies founded, CEO of three

WHY ORGANIZERS BOOK TRACY

- A rare mix of lived experience and boardroom credibility: brand strategist for IBM, Samsung, Paramount and Google, four-time founder and research partner
- Universal lessons on resilience, courage, story and change that land with any audience, from global forums to company all-hands
- A natural storyteller with 31+ years in marketing, TV and performance; audiences leave moved and ready to act
- Every talk is customized to your theme, audience and goals

Bios for programs & promotion

Copy and paste the length that fits your program, website or social posts.

SHORT • 50 WORDS

Tracy Ryan is a keynote speaker, brand strategist and pediatric cancer advocate. A four-time founder who has raised more than \$11 million, she has spoken on 200+ stages worldwide and been a five-time invited guest of the White House. Her family's story has been featured by Netflix, National Geographic, and VICE.

MEDIUM • 110 WORDS

Tracy Ryan is a keynote speaker, brand strategist and pediatric cancer advocate. After 31 years building brands for companies like IBM, Samsung, Paramount and Google, her life changed when her daughter Sophie was diagnosed with a brain tumor at 8½ months old. When Tracy learned that treatment protocols for children like Sophie had barely advanced in 40 years, she set out to change that, partnering with UCLA and the Technion on research and becoming a co-inventor on a patent. A four-time founder who has raised more than \$11 million, Tracy has spoken on 200+ stages, been invited to the White House five times and was named one of MSN's Top 10 Women to Watch in 2026.

LONG • 200 WORDS

Tracy Ryan is a keynote speaker, brand strategist and pediatric cancer advocate whose story has been featured by Netflix, National Geographic, VICE, CNN, The Today Show and Forbes. For more than two decades she built brands for companies including IBM, Samsung, Paramount and Google. Then, in 2013, her daughter Sophie was diagnosed with a brain tumor at just 8½ months old. Chemotherapy was the only treatment, and it wasn't a cure. When Tracy learned the protocols for children like Sophie had barely advanced in 40 years, she turned every skill she had toward changing that. She partnered with UCLA and the Technion – Israel Institute of Technology on research, became a co-inventor on a patent, founded four companies and raised more than \$11 million for her companies and science. Tracy has spoken for five consecutive years for the Congressional Childhood Cancer Caucus, been a five-time invited guest of the White House and was named one of MSN's Top 10 Women to Watch in 2026. Today she helps audiences around the world lead with resilience, courage and heart through her global speaking engagements and media appearances. She lives in Los Angeles with her husband, Josh, and Sophie.

Talks that move people to act

01 The Day the Map Burned

What Happens When the Life You Planned Stops Existing Overnight

In one afternoon, Tracy's plans for her family disappeared. This keynote shows how to lead when the path forward is gone: deciding with incomplete information, steadying the people who depend on you and finding the next right step.

TAKEAWAYS

- Make confident decisions without the full picture
- Plan the next mile instead of the whole map
- Lead a team calmly through sudden change

IDEAL FOR: Leadership summits • All-hands • Change & transformation

02 Your Story Is Your Strategy

Building a Brand People Root For

Within a month of her daughter's diagnosis, cameras were rolling. Tracy chose to tell the truth, and that honesty opened doors from Netflix to the White House. A brand strategist for global companies, she shows how to turn real stories into trust, support and growth.

TAKEAWAYS

- Craft a story in three sentences that moves people
- Use vulnerability with purpose, not oversharing
- Turn audiences into advocates

IDEAL FOR: Marketing & brand events • Founders • Nonprofits

Talks that move people to act

03 Question “the Way It’s Always Been Done”

Fearless Innovation When the Stakes Are Personal

When Tracy learned that treatment protocols for children like her daughter had barely advanced in 40 years, a marketer became a research partner and co-inventor. This talk is for anyone who needs to challenge the status quo and build something better.

TAKEAWAYS

- Spot the “rules” quietly holding you back
- Borrow expertise from outside your field
- Replace “Can we?” with “What would it take?”

IDEAL FOR: Innovation & tech • Healthcare • Entrepreneurs

04 Turning Pain into Purpose

Resilience, Joy and the Fuel to Keep Going

Through years of treatment, Sophie never lost her sense of humor. Tracy shares how joy, community and a team you can lean on become strategy, not luxury, in the longest seasons of pressure.

TAKEAWAYS

- Protect energy and joy during long stretches of stress
- Build a support circle and ask for help early
- Lead with heart without burning out

IDEAL FOR: Women’s leadership • Wellness • ERGs • Community

Bring AI to your audience

05 Build Anything with AI

A Practical Keynote or Workshop for Leaders Who Don't Code

Tracy uses AI every day to build investor and pitch decks, grant spreadsheets, pro formas and full campaigns in a fraction of the time. Audiences see it live and leave knowing exactly where AI can save them hours this week.

TAKEAWAYS

- Where AI saves leaders the most time right now
- Live builds: a pitch deck, a budget and a campaign
- Simple guardrails for using AI wisely

IDEAL FOR: Entrepreneurs • Small business • Nonprofits • Teams

ALSO AVAILABLE

- Leading with Heart: Vulnerability as Strength
- Owning Your Story: Women Who Lead
- From Kitchen Table to White House: Advocacy That Moves Mountains
- Saving Sophie: Our Family's Story
- Hope, Grit & the Future of Health

Every keynote is tailored to your theme, audience and goals.

Want the AI talk as a hands-on workshop? Ask about half-day team sessions.

Built for your stage

Keynote

45–60 minutes, with optional audience Q&A

Fireside chat

30–45 minutes with your host or moderator

Panel or moderator

Featured panelist or host for your session

Workshop

90 minutes to a half day, hands-on

Virtual or hybrid

Studio-quality delivery for online events

Emcee or host

Guide your event from open to close

AUDIENCES TRACY SPEAKS TO

- Global forums & policy leaders
- Entrepreneurs, founders & creators
- Healthcare, science & innovation
- Nonprofits & philanthropy
- Corporate leadership & all-hands
- Women's leadership events
- Brand, marketing & media
- Universities & students

HOW CUSTOMIZATION WORKS

- A planning call with your team to learn your audience, theme and goals
- Stories and takeaways tailored to your industry and event
- Optional pre-event video or social clip to build buzz

PARTNERED, SPOKEN & RECOGNIZED

Stages & recognition

The White House

Five-time guest; twice at the Pediatric Cancer Moonshot Symposium

U.S. Congress

Speaker, Congressional Childhood Cancer Caucus, five consecutive years

UCLA

Research partner, patent co-inventor and licensee of UCLA patents

Technion – Israel Institute of Technology

Research partner

University of Southern California

Former Member, USC Cannabis Symposium

PTTOW!

Invited member for a decade

CNBC

Invited guest, CNBC Changemakers Summit, two years running

MSN

Named one of the Top 10 Women to Watch in 2026 & one of the Top 10 Women Leading with Passion and Purpose in 2025

BRANDS TRACY HAS BUILT FOR

IBM • Samsung • Paramount • Google

AS SEEN ON & IN

Netflix • National Geographic • VICE • CBS News • CNN • FOX • The Today Show • The Doctors • MSN • E!TV • PBS • Telemundo • Forbes • Huffington Post • Daily Mail

Her family's story has been documented since 2013 and is now being followed by a top Hollywood directing team.

In their words



[Testimonial from an event organizer or attendee, 40 words or fewer. Replace with a real quote you have permission to use.]

[Name], [Title], [Organization]



[Testimonial from an event organizer or attendee, 40 words or fewer. Replace with a real quote you have permission to use.]

[Name], [Title], [Organization]



[Testimonial from an event organizer or attendee, 40 words or fewer. Replace with a real quote you have permission to use.]

[Name], [Title], [Organization]

WATCH TRACY



Speaker sizzle reel [\[link\]](#)



Keynote: BPI West [\[link\]](#)



Documentary teaser: Saving Sophie [\[link\]](#)



CBS News feature [\[link\]](#)



CEOs and ABCs podcast [\[link\]](#)

Suggested introduction

About 60 seconds. Please read as written, or contact us for a shorter version.

Our next speaker turned the hardest moment a parent can face into a mission that reached the White House.

When her daughter Sophie was diagnosed with a brain tumor at just 8½ months old, Tracy Ryan was a brand strategist who had built campaigns for IBM, Samsung, Paramount and Google. When she learned that the treatment protocols for children like Sophie had barely advanced in 40 years, she set out to change that.

Since then, she has partnered with UCLA and the Technion on research, become a co-inventor on a patent, founded four companies, raised more than \$11 million and been invited to the White House five times. Her family's journey has been featured by Netflix, National Geographic and VICE, and MSN named her one of its Top 10 Women to Watch in 2026.

Today, she's here to share what 14 years of leading through the unthinkable can teach all of us. Please join me in welcoming Tracy Ryan.

NAME & TITLE FOR SIGNAGE

Tracy Ryan · Keynote Speaker, Brand Strategist & Advocate

PROMOTE THE EVENT

LinkedIn: [linkedin.com/in/tracyryan23](https://www.linkedin.com/in/tracyryan23) · Instagram: [@handle] · Website: tracyryan.com

Logistics & AV

Audio & visual

- Wireless lavalier or headset microphone
- Projector or LED screen, 16:9, with HDMI connection
- Confidence monitor facing the stage
- Wireless slide advancer
- Ability to play video with sound from slides

Stage & green room

- Room temperature water on stage
- A quiet green room or space to prepare
- Sound check 60 minutes before doors open
- Stool available for fireside chats

Travel

- Round-trip airfare, ground transportation and hotel, arranged per the speaking agreement
- Arrival the day before for morning events

Recording & media

- Recording, photography and livestreaming welcome with prior written approval
- Tracy is happy to do photos, a meet-and-greet or media interviews on site

BOOK TRACY

Let's make your event unforgettable.



Share your date, audience and goals, and we'll respond within 2 business days with availability and options.

EMAIL

hello@tracyryan.com

WEBSITE

tracyryan.com/contact

PHONE

(310) 974-2125

LINKEDIN

linkedin.com/in/tracyryan23

DOWNLOADS FOR ORGANIZERS

- High-resolution headshots: [\[link\]](#)
- Logo and speaker one-sheet: [\[link\]](#)
- Sizzle reel: [\[link\]](#)

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Sophie**

savingsophie.org