

DUENA BLOMSTROM

KEYNOTE SPAKER, AUTHOR, CEO, SOCIAL ENTREPRENEUR, ADVISOR,
THOUGHT LEADER IN CULTURE AND TECHNOLOGY, PODCASTER,
NEUROSPICY INFLUENCER

Duena Blomstrom is an internationally renowned thought leader at the intersection of culture and technology, known for her groundbreaking work in emotional intelligence, psychological safety, and human-centered organizational change. Before becoming a social entrepreneur, Duena was a successful **intrapreneur and C-level leader** who led strategy and innovation for both startups and large tech companies. She built award-winning tech and product propositions that gained worldwide project recognition. This rich combination of **academic insights and business practice** gives her a unique perspective, enabling her to offer innovative solutions that resonate deeply across industries.

As an acclaimed published author of *“Emotional Banking”*, *“People Before Tech”* and *“Tech-led Culture”* Duena’s insights have been featured in all major media outlets at the time of her book releases. She has written for **Forbes** and now writes twice a week for **LinkedIn**, engaging a large global audience of a **quarter of a million followers and subscribers**. Duena has delivered keynote speeches at over 200 conferences and corporate events for top organizations such as **Google, Cisco, Oracle, Facebook**, and more. She has also presented at premier industry events including **TechSummit, Money2020, SIBOS**, and **HR Tech**.



As the CEO and Co-Founder of **PeopleNotTech**, a startup promoting psychological safety and continuous development in teams, Duena works tirelessly to bridge the gap between human and technological innovation.

Duena has a strong following of 25K on Twitter and 230k people on LinkedIn of which 124k+ subscribers to her weekly newsletter and thousands of page and video views daily.

New Featured Keynotes for 2025

1. "Human and Tech Debt: Untangling the Connection for High Performance"

In this keynote, Duena introduces the concept of "Human Debt"—the long-term cost that companies accrue when they fail to focus on the psychological well-being and development of their employees. She explores how organizations often focus solely on "Tech Debt," neglecting the human side of the equation. Through compelling data, storytelling, and actionable insights, Duena demonstrates how balancing both Human and Tech Debt can lead to more innovative, agile, and resilient organizations.

- *Key themes:* Psychological Safety, Digital Transformation, Emotional Intelligence in Leadership, Agile Culture
- *Target Audience:* CEOs, CTOs, HR Leaders, Tech & Innovation Executives
- *Soundbite on Human Debt from Radio Interview:* [Listen here](#)

2. "AI or EI? – Prepare for the 5th Industrial Revolution"

As artificial intelligence (AI) transforms industries, Duena asks a critical question: What role will emotional intelligence (EI) play in this technological revolution? This talk explores the synergy between AI and EI, advocating for a future where human emotions and psychological safety are just as important as technological advancements. Duena highlights the importance of leaders fostering emotional intelligence and building human-centric teams as we enter the 5th Industrial Revolution.

- *Key themes:* Artificial Intelligence, Emotional Intelligence, Future of Work, Leadership in Tech
- *Target Audience:* Tech Leaders, Business Professionals, Students, Innovation Executives, HR Managers, Entrepreneurs

3. "Tales of a NeuroSpicy Leader: Neurodiversity as a Catalyst for Passion and Innovation"

In this highly personal and thought-provoking keynote, Duena builds on her podcast "NeuroSpicyAtWork" and shares her journey as a NeuroSpicy (neurodivergent) leader in the business and tech world. This talk focuses on how neurodiversity can foster innovation and creativity within organizations. Duena offers practical advice for companies looking to embrace

neurodiverse talent and create psychologically safe environments where every team member can thrive.

- *Key themes:* Neurodiversity, Innovation, Inclusive Leadership, Culture Transformation
- *Target Audience:* CxO, Leaders, HR Professionals, Diversity and Inclusion Professionals, Team Leaders, Organizational Psychologists

Additional Keynote Topics:

- *The Future of Work and Agile Culture*
- *Psychological Safety and High-Performance Teams*
- *Tech-Led Culture: How to Foster Innovation and Human Connection*
- *FinTech, Digital Banking, and Emotional Banking™*
- *Leadership in a VUCA World: Vision, Understanding, Clarity, and Agility*

VIDEOS:

- **Speaker Reel 1:** [Watch here](#)
- **Speaker Reel 2:** [Watch here](#)
- **Conference Reel:** [Watch here](#)
- **Book Announcement:** [Watch here](#)
- **Radio Interview on Human Debt:** [Listen here](#)

SOCIALS:

LinkedIn Profile: <https://www.linkedin.com/in/duenablomstrom/>

Twitter Profile: <https://twitter.com/DuenaBlomstrom>

YouTube Channel: <https://www.youtube.com/channel/UCnHcrkhkZh6ifOg2OeZTQsG>

TikTok Channel: https://www.tiktok.com/@duena_blomstrom

Website: <https://www.duenablomstrom.com>

Profiles: www.tryb.cc/duena

Podcasts: <https://www.peplenottech.com/about-us/podcasts>

Newsletter 1 – Chasing Psychological Safety: <https://www.linkedin.com/build-relation/newsletter-follow?entityUrn=6500675038520365056>

Newsletter 2 – The Future is Agile : <https://www.linkedin.com/build-relation/newsletter-follow?entityUrn=6506407395235815424>

Podcasts:

- *"Tales from the #FinTech Crypt"* – [Listen here](#)
- *"NeuroSpicy at Work"* – [Listen here](#)
- Co-host of *"Secret Society (for Human Debt Advocates and Fighters)"* – [Listen here](#)
- Co-host of *"people AND tech"* – [Listen here](#)

Testimonials:

"Duena is an incredible storyteller. She captures the attention of her audience and opens the door to great new ideas. The best kind of speaker you want at your event."

– *Money2020 Europe*

"Duena's expertise and passion for the topics she speaks about shines through in every word. She was a fantastic speaker at SIBOS and the audience was captivated by her delivery and insights."

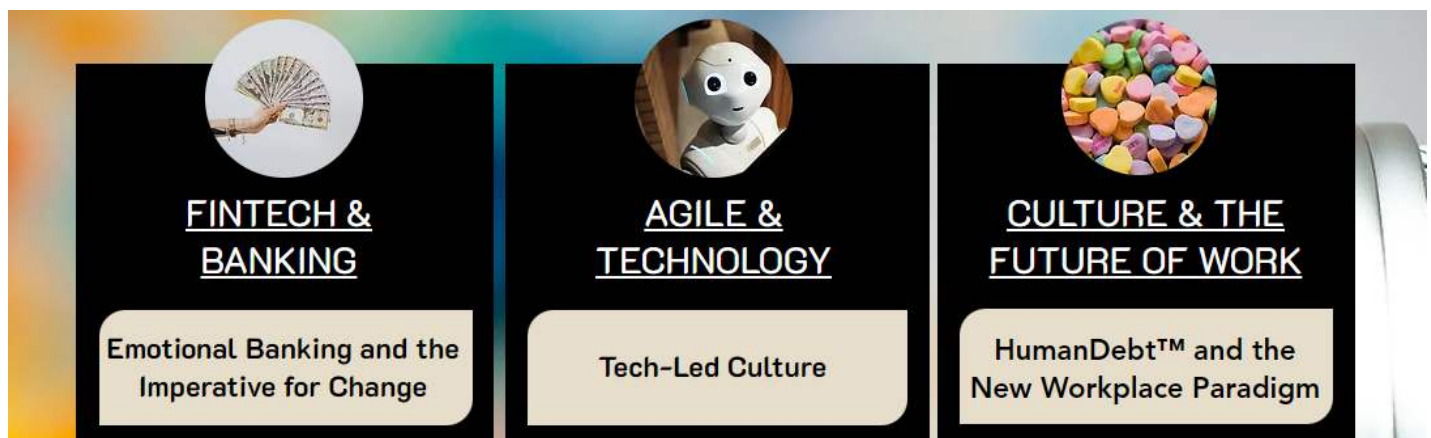
– *SIBOS Event Organizers*

"Duena Blomstrom is a powerhouse on stage. Her keynote on Human Debt was eye-opening and brought a new perspective on how we treat the human element in our organizations."

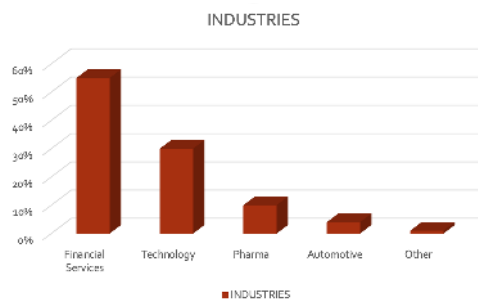
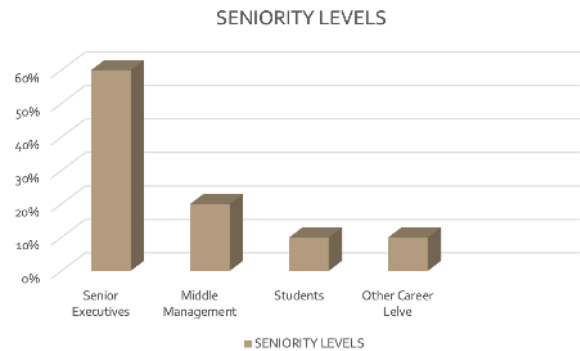
– *TechSummit Attendee*

"Her authenticity, combined with deep knowledge of psychological safety and leadership, made Duena the highlight of our event. The insights we walked away with will shape the future of our company."

– *Google Event Organizer*



ENGAGEMENT METRICS and INFLUENCE



LinkedIn: 231,000 followers

Twitter: 25,400 followers

Newsletters Subscribers: 124,000

Geographical Reach: 35% US, 25% UK, 15% EMEA, 15% Asia, 10% Australia

Guideline Speaker Fees:

- 60-Minute Keynote/Executive Briefing:
 - Future of Work/Agile/Psychological Safety: £9,000 (in-person) / £4,500 (virtual)
 - Banking/Digital/Innovation: £14,000 (in-person) / £7,000 (virtual)
- 30-Minute Keynote:
 - Future of Work/Agile/Psychological Safety: £5,000 (in-person) / £2,500 (virtual)

- Banking/Digital/Innovation: £7,000 (in-person) / £3,500 (virtual)



Duena Blomstrom's keynotes are designed to inspire change, foster innovation, and prepare organizations for the future by merging the human and technological elements critical to business success. Whether tackling Human Debt, navigating the intersection of AI and EI, or championing neurodiversity, Duena brings a fresh, dynamic perspective to every engagement.