

SHORT BIO

Erin Hatzikostas is a former Corporate CEO turned Professional Pot-Stirrer.

Often referred to as “The Mel Robbins for business,” Erin Hatzikostas is an internationally recognized leader on the impact of authenticity in the workplace.

The CEO and founder of b Authentic Inc, Erin is a global keynote speaker, author of two bestselling books—*You Do You(ish)* and *The 50% Rule*, a Differentiation Consultant, and co-host of the podcast, *b Cause Work Doesn’t Have to Suck*. Her TEDx Talk was one of the Top 20 globally most viewed TEDx Talks released in 2021.

Her talks have reached hundreds of thousands of people, and her thought leadership has been featured on ABC, CBS and published in Business Insider, Fast Company, Well+Good, among several others. Her company also conducted a first-of-its-kind national study on the impact of authenticity in the workplace.

FULL BIO

Erin Hatzikostas is a former Corporate CEO turned Professional Pot-Stirrer.

Erin is an internationally recognized leader on the impact of authenticity in the workplace. She is the founder of b Authentic Inc, where she’s leading a movement to eradicate the workplace of its BS and make it a fundamentally more authentic place.

Erin is a global keynote speaker, author of two bestselling books—*You Do You(ish)* and *The 50% Rule*, a Differentiation Consultant, and the co-host of an offbeat career and leadership podcast, *b Cause Work Doesn’t Have to Suck*. Her TEDx Talk was the 18th most-watched TEDx of all global talks released in 2021.

She has reached hundreds of thousands of people and her thought leadership has been featured on ABC, CBS and published in Business Insider, Fast Company, Well+Good, among several others. Her company also recently released a first-of-its-kind, national study on the impact of authenticity in the workplace.

Erin spent her career “first half” working in the corporate world, where at the age of 42, she became the CEO of a large healthcare financial institution. In just three years, she took a struggling company and led a massive turnaround, tripling earnings and sending employee engagement skyrocketing. Her secret? Radical authenticity.

Erin holds a BBA in Statistics from Western Michigan University and an MBA in Finance and Marketing from the University of Connecticut. She is married to her husband, Manny, who she met while stumbling through (and failing) an early career in the Actuarial field. They have two children - Ella and Mick. In Erin's free time, you can find her watching sports, skiing, drinking wine in her fat pants, or dancing wherever you're not supposed to dance.