

Introducing

MARK
SCHULMAN &
HEATHER
CRIDER

AUTHORS | KEYNOTE SPEAKERS |
PILLARS OF THE EVERYDAY
ROCKSTAR EXPERIENCE



INKWELL *ink* MGMT

SOUL-STIRRING SCIENCE. ROCKSTAR POWER. UNSTOPPABLE IMPACT.

**Heather and Mark will help to serve your people,
honoring who they already are, and can all
become even more Everyday RockStars!**

Mark Schulman brings the performance, energy, and rhythm.

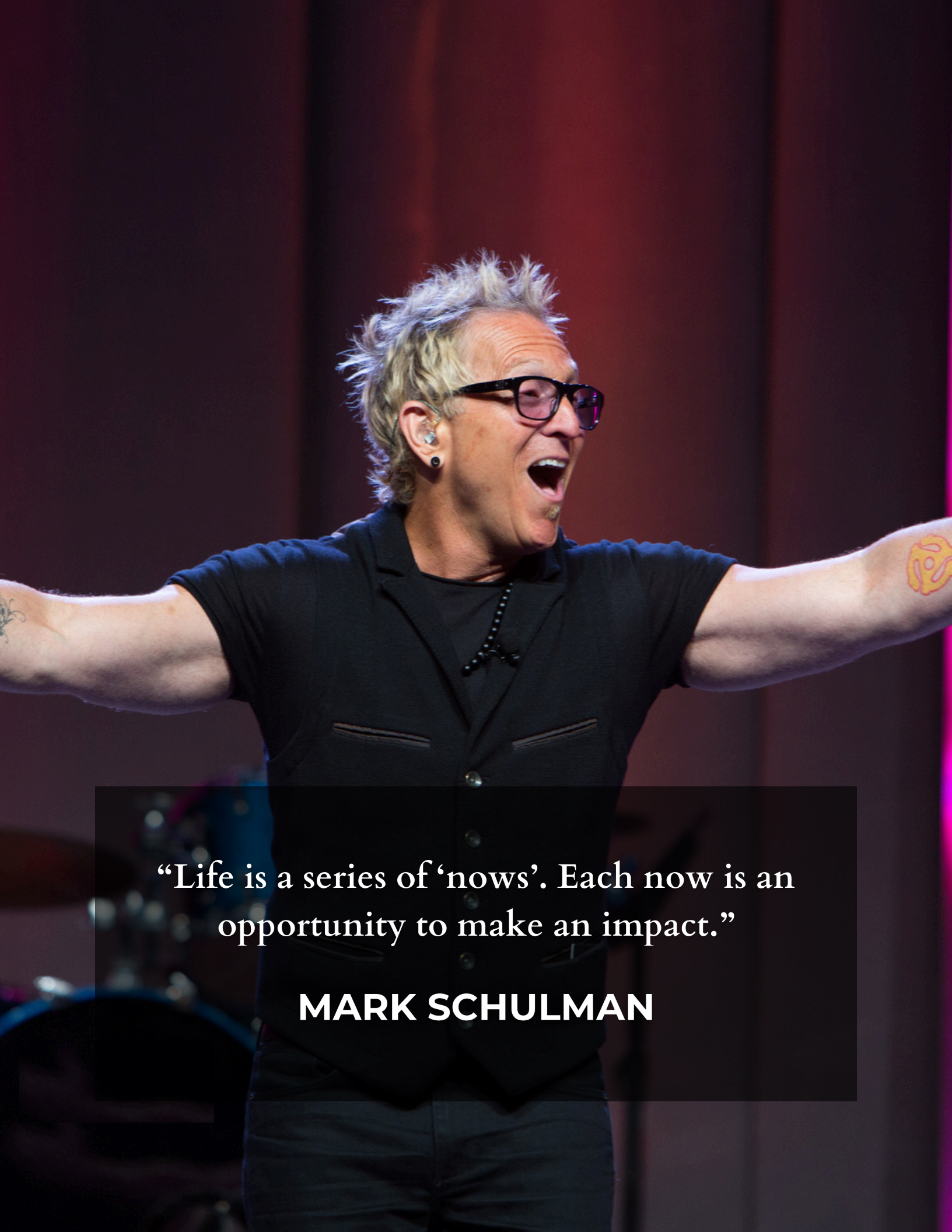
Heather Crider brings the mindset, clarity, and neuroscience.

Everyday Rockstar® is unlike any other keynote experience. It's a full-on immersive rock show disguised as a keynote—starring author, world-renowned drummer Mark Schulman (P!NK, Billy Idol, Cher) and author, neuro-performance and mindset expert Heather J. Crider, whose work is backed by research from Wharton, Stanford, Oxford, and Harvard.

**This dynamic duo fuses rockstar rhythm and real-world neuroscience to
deliver soul-stirring IMPACT.**

**The Everyday Rockstar...
Where Performance Meets Presence.**





“Life is a series of ‘nows’. Each now is an opportunity to make an impact.”

MARK SCHULMAN

SPEAKING EXPERIENCE

THE EVERYDAY ROCKSTAR®

Together, Mark and Heather create Actionable Wisdom, Made Simple and Exciting.

How valuable would it be and how cool would you look to tap the most potent blend of thumping music and skull-turning science to take your audience on a journey with fresh, new approaches to exploring leadership, networking, building relationships, and enhancing growth for your clients and your business?

What Makes Everyday Rockstar® Different?

Beyond knowledge is wisdom.

Mark draws wisdom from Rock & Roll Hall of Fame classics.
Heather harvests wisdom from the best minds forging the frontiers of neuroscience.

Together, they turn decades of elite insight into actionable performance strategies—making it simple, exciting, and indelible.

Who This Is For:

This keynote is for leaders, teams, innovators, sales pros, and anyone ready to elevate their performance and show up fully for themselves, their clients, and each other.

Because everyone has a best version of themselves...
They just need the science, the stage, and the spark to unleash it.

This Is a Rock Concert With a Message.

Live drumming. Exclusive concert footage. Full-audience interaction. Laughter woven with leadership.

Even a custom band name for your crowd—all seamlessly tied to tools for improving KPIs, strengthening leadership, and transforming culture. This isn't motivation for motivation's sake. It's a high-impact, science-meets-show experience that sticks long after the final beat.

SPEAKING EXPERIENCE

THE EVERYDAY ROCKSTAR®

In times of uncertainty, organizations can't afford to leave culture to chance. They must invest inward, equipping their people with the clarity, resilience, and confidence to thrive under pressure.

Everyday Rockstar® becomes more than a keynote. It's a:

Cultural Accelerant – speeding up positive change and energizing engagement

Cultural Fortifier – strengthening connection, commitment, and cohesion from within

Cultural Differentiator – creating a magnetic environment that attracts and retains top talent by standing out in all the right ways

If you're looking for something that inspires hearts and shifts behavior—something that's equal parts wisdom and WOW—this is it.

The Science of Rockstar Impact

Everything in ERS® is grounded in decades of field-tested research—used in over 137 countries, impacting 5 million+ people, and trusted by institutions like Harvard, MIT, Stanford, Princeton, and Carnegie Mellon.

At the core: The four neuroscience pillars of C.R.E.D.

C – Clarity: Build radical self-awareness and identify your “best stuff”

R – Resilience: Turn adversity into fuel

E³ – Effort, Energy, Empathy: Strengthen connection and influence

D – Delivery: Take action—even when it's hard



SPEAKING EXPERIENCE

What Your People Walk Away With

- High-energy inspiration + real-world tools
- Strategies to boost clarity, resilience, and performance
- Neuroscience-based frameworks to increase engagement and fortify leadership
- A proven path to sustainable momentum—even in high-stakes environments
- Unshakable confidence and connection
- A culture of impact—**VALUE + EFFECT = IMPACT**

Ready to Rock?

Can you think of anyone who wouldn't want to unleash the best version of themselves for the benefit of others? That's why clients agree: Everyday Rockstar® directly propels both organizational results and individual achievement across the board.

In short...ERS® is a perfect opportunity to serve your people, honoring who they already are, and they can all become even more Everyday RockStars!

Let's bring your event to life with the most unforgettable keynote your people will ever experience...part show, part strategy, and all heart.





SEE MARK AND HEATHER LIVE

“People Don’t Leave Jobs, People Leave
People....

Creating cultures where people feel connected,
seen and heard, cultivates sustainable meaning
and impact.”

HEATHER J. CRIDER

MARK SCHULMAN

Celebrity Drummer & Peak Performance Expert

Mark's journey from a classically trained cellist to the first-call drummer for the world's top artists like P!NK, Billy Idol, Stevie Nicks, Foreigner, Sheryl Crow, Cher, and a host of other world-class artists showcases the immense power of attitude, transformation, and the relentless pursuit of excellence.

"I've learned about the importance of attitude as part of the touring family with these great performers," Mark says as he unpacks the secrets of rockstar performance. His presentations translate lessons learned during his remarkable career into valuable tips for organizations, teams, leaders, and those who want to be their absolute best.

With over 32 years of electrifying stages worldwide, he not only brings unparalleled energy to music but also translates this dynamism into motivational speaking, where he becomes the bridge between the pulsating heart of rock 'n' roll and transformative business and corporate leadership. As a cancer survivor, Mark's resilience and vitality infuse his keynotes, where he shares the secrets of rockstar performance, emphasizing attitude's role in driving extraordinary outcomes.

His published works, including *Conquering Life's Stage Fright* and *The Attitude Equation*, extend his philosophy to all, laying out a blueprint for harnessing fear into confidence and transforming attitude into action.

As a passionate educator and advocate, Mark's dedication extends off-stage through his work with Create Now! and the Teenage Cancer Trust, showcasing his commitment to using art for change. His unique approach to speaking combines these elements into a message that resonates deeply with corporate audiences, offering not just inspiration but practical tools for personal and professional development.

HEATHER CRIDER

Neuro-Performance Coach & Empowerment Specialist

Grounded and mentored in the most advanced research from the most recognized thought leaders in neuroscience at the world's top institutions (Harvard, Princeton, Yale, MIT, Wharton, Brown, etc.) Heather J. Crider is one of our nation's few certified coaches in both neuroscience and the emerging fields of neuro-performance and neuro-leadership.

With a discerning bias toward a practical, evidence-based approach, industry-leading companies worldwide tap Heather's uniquely honed, highly engaging, neuroscience-based ability to empower overwhelmed professionals to beat burnout, equip leaders with exceptional resilience, unleash brain-powered breakthroughs, deepen human connections, as well as unlock both boundless energy and superlative performance.

On behalf of her global clients, Heather is currently pioneering new research and methodology, serving up the uniquely potent interface of music and neuroscience for optimal (measurable gains in) engagement, performance, and results.

As Co-Creator of The Everyday Rockstar Performance Leadership Academy, Heather and her global research team have developed a distinctively interactive, AI-enabled, and practical brain-based approach that measurably reduces stress, while enhancing emotional intelligence, performance, and focus at individual, group, and organizational levels.

Heather has been a sought-after keynote speaker and thought leader at conferences and associations for over 15 years, is the Author of "Believe In Yourself More Than Your Grandma | Unleash Your Superpower Through Simple Neuroscience," released in 2024, and hosts the Go Reflect Yourself Podcast. As a neuroscience coach and neuro-practice pioneer, Heather has appeared on numerous podcasts and webinars and has been featured in Forbes, Yahoo Finance, Brainz Magazine, and Thrive Global.

READY TO BOLDLY MAKE A MARK ON YOUR EVENT?

Inkwell MGMT is here to collaborate with you to bring Mark and Heather's energy and expertise to your next event. Whether you're looking to inspire, motivate, or educate your audience, Mark and Heather are ready to deliver a transformative experience.

Let's make it happen! Connect with Inkwell MGMT today, and together what we create will be unforgettable.

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