

Barb Betts Bios

Short Bio

Barb Betts is an international keynote speaker, CEO, and author of *The Relationship Advantage*, teaching leaders and organizations how to drive growth through authentic, trust-based relationships.

With more than 23 years in sales and leadership, she has built and sustained a seven-figure business for over a decade without relying on ads, cold outreach, or transactional strategies, proving that relationships are the most powerful driver of long-term success.

Barb's work spans industries including healthcare, financial services, manufacturing, real estate, and professional associations, where she has partnered with organizations such as HCA Healthcare, Radiometer, Fidelity, LVMH, and national trade associations to help leaders strengthen connection, retention, and performance.

A recognized voice on confidence, authenticity, and human connection, Barb has been featured on ABC, KTLA, ASAE: Association Now, and in *Us Weekly*. Known for her high-energy, relatable delivery, she equips audiences with practical strategies to build trust faster, lead more authentically, and create meaningful results in business and life.

Long Bio

Barb Betts is an international keynote speaker, CEO, relationship strategist, and author of *The Relationship Advantage*, known for helping leaders and organizations drive growth through authentic, trust-based relationships.

With more than 23 years of experience in sales, leadership, and business growth, Barb has built and sustained a seven-figure business for over a decade without relying on ad spend, cold outreach, or transactional strategies. Instead, she built her success through the power of authentic relationships, proving in real time what she teaches on stages today: relationships are not just part of business, they are the business.

Barb's work is rooted in the belief that business growth, leadership effectiveness, client loyalty, team performance, and long-term success all come back to human connection.

She teaches audiences how to build trust faster, communicate with more authenticity, strengthen relationships before they need them, and create the kind of connection that leads to real results in business and life.

Her experience spans industries including healthcare, financial services, manufacturing, real estate, luxury brands, sales organizations, and professional associations. Barb has partnered with organizations such as HCA Healthcare, Radiometer, Fidelity, LVMH, and national trade associations to help leaders and teams strengthen connection, improve retention, increase performance, and build cultures where people feel valued and invested.

A respected voice in sales, leadership, confidence, authenticity, and human connection, Barb has also spent more than a decade serving in leadership within the largest trade association in North America, contributing at the local, state, and national levels in advocacy, professional development, and industry transformation.

Her thought leadership has been featured on ABC, KTLA, in *Us Weekly*, and in ASAE's *Associations Now*, where she has contributed to the conversation around the growing relationship recession and the urgent need for leaders and organizations to rebuild trust and connection.

Known for her high-energy, relatable, and deeply practical style, Barb blends powerful storytelling with strategies audiences can immediately use. Her keynotes inspire people to rethink the way they lead, sell, communicate, and connect, while giving them tangible tools to build stronger relationships, create more trust, and drive meaningful results.

Based in Southern California, Barb lives what she teaches. She has built a thriving career while staying deeply committed to the people who matter most: her family, friends, clients, colleagues, and community. Her mission is simple: to help people and organizations understand that authentic relationships are not a soft skill or a nice-to-have. They are the strategy that changes everything.

Two to Three Sentence

Barb Betts is a dynamic keynote speaker, CEO, and author of *The Relationship Advantage*, empowering professionals to build authentic, trust-based connections that drive business growth and lasting impact. Through her Relationship Advantage framework, she teaches audiences how to lead with confidence, connect with purpose, and create meaningful success anchored in human connection.

Intro

Our next guest is a successful entrepreneur, CEO, and author of *The Relationship Advantage*, a powerful guide to building businesses rooted in authentic relationships. With more than two decades of experience, Barb Betts has transformed how professionals blend authenticity and strategy to create lasting success. She has worked with some of the world's most influential brands and captivated audiences at top industry events. Her energy is contagious, her insights are transformative, and her passion for people shines through everything she does.

Please welcome the connection expert, Barb Betts!