

Caleb Spitler

Communication strategist trusted by NFL, Amazon, Disney, Uber, Google, TEDx



Caleb Spitler has built his authority inside environments where communication failures are costly: executive briefings, investor updates, sales pursuits, and enterprise-wide meetings where decisions shape revenue, retention, and strategy.

He has worked with leaders from organizations such as the NFL, NHL, Amazon, Uber, Disney, TEDx, and Google to sharpen how they communicate when the outcome of a conversation carries real business consequences.

Across these settings, Caleb has seen the same pattern: leaders refine their decks and talking points while the real issue is self-protection. The room senses when a leader is managing their own image instead of serving the people in front of them.

His *Connect First* framework gives leaders a practical way to separate their identity from the audience's approval, focus on what the room needs to decide, and communicate in a way that builds trust instead of distance.

Today, organizations bring Caleb in when they need leaders to communicate with clarity and conviction under pressure, whether that is aligning a team around a strategy shift, securing support from a board, or moving a sales opportunity across the line. His work is used to reduce attrition driven by mistrust, improve cross-functional collaboration, and ensure that critical messages lead to consistent action instead of confusion.