

Juan Bendana - Biography

Juan Bendana is a highly sought-after keynote speaker, best-selling author, entrepreneur, and the behind-the-scenes confidence coach to Olympians, Grammy Award-winning artists, actors, CEOs, and Fortune 100 leaders. For over a decade, he's built custom leadership programs for world-class brands like Disney, Fidelity, American Express, Nationwide, Sony Pictures, and Zillow—helping their people lead with confidence and perform at the highest level.

Juan Bendana is the author of *Confident By Choice*, which has been featured in Harvard Business Review, Inc Magazine and Rolling Stone, and translated into more than four languages. Based on his research of over 250,000 leaders at institutions such as Oxford, Penn State and the University of Toronto, his science-backed framework helps leaders activate the confidence mindset to lead boldly, thrive through change, and reach their most daring goals.

Often described as a walking shot of espresso, Juan combines high energy, humor, and practical tools to help individuals build unwavering confidence so they can show up as their best and unlock new levels of growth—both personally and professionally.