



## RASHMI AIRAN

Attorney, Wall Street investment banker, serial entrepreneur, college professor, and a globally recognized transformation expert

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- A captivating and motivational speaker, and catalyst for transformation with a mission to foster organizational cultures centered around authenticity
  - Her powerful story transcends the pitfalls of making a life-altering decision; it's a tale of leadership, core values, and decision-making
  - Her expertise is bolstered by years of research in behavioral psychology and collaborations with renowned global brands like Coca-Cola, Cardinal Health, Merck, Comcast, Sotheby's, and Hershey's
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Rashmi Airan unlocks transformation. As an Ivy League-educated attorney turned globally recognized speaker, she doesn't just talk about resilience—she lives it. After navigating a federal prison sentence, Rashmi now teaches leaders to harness vulnerability, face adversity head-on, and emerge stronger through her RISE THROUGH IT™ framework. With her story of overcoming unimaginable challenges, she shows us all how to break free from fear and turn setbacks into success.

As a first-generation immigrant of Indian descent raised with lofty expectations, Rashmi excelled as a lawyer, graduating with honors from Columbia Law School. After gaining experience at major corporations, she embarked on an independent law practice in Miami. During the housing boom, she developed an ethical blind spot collaborating with a real estate developer engaged in questionable practices. Driven by her desire for success to provide for her children, Rashmi refrained from questioning her client's actions despite her inner voice urging caution. This led to a federal prison sentence for bank fraud.

During her six months in federal prison, Rashmi found inner peace and self-forgiveness. This humbling yet invaluable experience made her realize that while living with remorse is one thing, allowing it to define one's identity is another. Now a "recovering lawyer and investment banker," female leader, and community entrepreneur, Rashmi is an internationally recognized keynote speaker and TEDx presenter.

With over thirty years of real-world experience in finance, business and law, Rashmi Airan intimately understands the complexities modern leaders face. Her expertise is bolstered by years of research in behavioral psychology and collaborations with renowned global brands like Coca-Cola, Cardinal Health, Merck, Comcast, Sotheby's, and Hershey's. Deloitte has recognized the transformative power and relatability of Rashmi's journey, which spans from an Ivy League education to federal prison.

Rashmi has partnered with Fortune 100 companies, financial services groups, CPAs, lawyers, real estate professionals, and dozens of women's conferences and groups to share her transformational journey and create a RISE movement. She has been featured on ABC, PBS, in the Washington Post, and the Wall Street Journal.

An avid hiker, travel enthusiast, and proud mother of two teenagers, Rashmi serves on the

Board of Directors for the Overtown Youth Center/Alonzo Mourning Foundation and is an Ambassador for The Key Clubhouse.

Her inspiring journey instills the power to overcome obstacles and unleash human potential.

## TEMAS

Rashmi tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Resilience
- Growth
- Transformation
- Leadership
- Ethics & Integrity
- Decision-Making
- Risk Management
- Authenticity
- Mental Health
- Empathy

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## PROGRAMAS

### **RISE THROUGH IT™: A Lawyer's Journey to Federal Prison and Growth Beyond**

With a 25-year career spanning law, finance, and real estate—features on ABC, PBS, Washington Post, and WSJ—Rashmi Airan doesn't just speak; she sparks transformation. A former attorney, serial entrepreneur, professor, investment banker, and ex-felon, Rashmi brings a rare depth of experience to every stage. As a speaker, author, and upcoming documentary subject, she empowers people to rise through struggle with courage, integrity, and conviction.

KEYNOTE TAKEAWAYS FOR YOUR ATTENDEES

- Master the RISE Process - a proven framework to face struggle, transform obstacles into opportunities.
- Reframe and embrace that success comes not from what we achieve, but from who we are.
- Cultivate Courageous Leadership - trust, communication, risk-taking, and vulnerability are strengths.
- Learn how to navigate uncertainty, anxiety (including AI-related), for a future-ready, adaptable workplace.
- Discover your Resilience Growth Factor to unlock personal and team potential.

## TOP REASONS TO BOOK RASHMI AIRAN

- International Speaker: Transformational insights through 350+ global keynotes and workshops
- Distinctive: Wall Street Finance ---> Attorney ---> Federal Prison ---> Global Keynote Speaker
- Entrepreneur: Launched and scaled three ventures (legal, business, real estate)
- Thought Leader: 2026 Book Launch and subject of upcoming Documentary Series
- Innovator: Creator of the Science-backed “Resilience Growth Factor” Assessment

Rashmi's unique fusion of strategic expertise, bold creativity, and proven frameworks makes her the ideal keynote speaker to ignite your event, delivering impactful insights and actionable takeaways.

“Her story is relatable and she is truly a remarkable speaker and consultant” Preeti Balwani, Coca-Cola GC “Rashmi is one the best speakers I have ever worked with. I will work with her again!” Damien Atkins, Hershey's GC

## **RISE THROUGH IT™: Transforming Uncertainty into Limitless Growth and Possibility**

Every day, leaders navigate an onslaught of challenges, pressures, and uncertainties. The instinct may be to avoid adversity—seeking comfort, quick fixes, or temporary escapes. But true growth doesn't come from avoidance. It comes from rising through struggle, shifting our perspective, and evolving into stronger, more intentional leaders.

Rashmi Airan knows firsthand what it means to Rise Through It™. Her extraordinary journey—from the heights of Ivy League success to the humbling experience of federal prison—has revealed life-altering lessons in resilience, self-awareness, and transformation. She has

learned that our deepest struggles are often our greatest teachers, but only when we choose to face them, rather than trying to "rise above" and escape.

Through her powerful R.I.S.E. Process™, Rashmi empowers leaders with a bold and actionable framework to navigate adversity with intention:

- Reframe – Shift your perspective to see challenges as opportunities for growth rather than barriers to success.
- Identify – Recognize the people who lift you, ground you, and are brave enough to hold up the mirror—especially when it's uncomfortable.
- Surrender – Release the illusion of control, the weight of ego, and the fear of judgment to create space for transformation.
- Evolve – Step forward with courage, integrating new insights to become a stronger, more authentic leader.

Rashmi's approach moves leaders from reacting to obstacles to rising through them with clarity, conviction, and resilience. By fostering a mindset of reflection, self-awareness, and adaptability, she helps leaders harness discomfort, unlock their inner power, and step into their full potential.

When we choose to Rise Through It™, we don't resist adversity—we reframe, identify, surrender, and evolve into the bold, grounded, and visionary leaders we are meant to be.

## OUTCOMES

- Master the RISE Process™: Learn a proven framework to face challenges, transform obstacles into opportunities, and rise stronger.
- Reframe Your Identity: Embrace that true success comes not from what we achieve, but from who we become in the process.
- Cultivate Courageous Leadership: Create environments of safety and trust, where open communication, risk-taking, and vulnerability become strengths.
- Turn Fear Into Action: Equip yourself to navigate uncertainty, alleviate anxiety (including AI-related fears), and build a future-ready, adaptable workplace.

## **RISE LEADERSHIP: Rebuilding Culture from the Inside Out**

Leadership is hard—and when it's built on ego, certainty, or control, it eventually collapses. Most teams don't need more strategy—they need more honesty. Culture change starts with the people at the top being willing to look inward.

Rashmi Airan lived the high-pressure, high-performance leadership life—until the pressure led her to compromise her values. After serving time in federal prison, she faced her choices, her blind spots, and the ego she had hidden behind. That reckoning became the foundation for a new kind of leadership—one rooted in courage, humility, and accountability.

Through the R.I.S.E.™ Process, Rashmi helps leaders reimagine influence and rebuild trust from the inside out:

- Reframe – Redefine leadership as relational, not positional.
- Identify – Know who the truth-tellers are—the people who challenge, ground, and support you even when it's uncomfortable.
- Surrender – Let go of the need to perform, perfect, or control outcomes.
- Evolve – Become the kind of leader people trust, follow, and grow with.

This keynote helps leaders stop managing from the outside and start leading from within.

## OUTCOMES

- Lead with transparency: Build teams anchored in trust and truth.
- Elevate your self-awareness: Grow into a leader who listens, adapts, and evolves.
- Build feedback-rich cultures: Encourage courageous conversations and accountability.
- Shift from power to purpose: Influence through authenticity, not authority.

## **RISE IN SALES: From Pressure to Presence and Purpose**

Sales is changing. People don't want to be sold to—they want to be understood.

But sales professionals are under pressure: meet the quota, beat the target, close the deal.

The grind can pull people away from authenticity and toward shortcuts that damage trust, especially when the “No's” keep coming.

Rashmi Airan knows the weight of chasing results at all costs. She built a career driven by performance—until one compromised decision led to federal prison.

That experience broke her open and rebuilt her perspective on what true influence really means.

Through the R.I.S.E.™ Process, Rashmi shows sales teams how to lead with connection and credibility:

- Reframe – View sales as a relationship, not a transaction.
- Identify – Surround yourself with mentors, colleagues, and peers who keep you aligned, challenge your blind spots, and support your growth.
- Surrender – Let go of high-pressure tactics and manipulative scripts.
- Evolve – Show up as someone your clients trust, respect, and want to partner with.

This keynote isn't about pushing harder. It's about showing up with clarity, integrity, and impact.

## OUTCOMES

- Build trust that lasts: Sell through value, not pressure.
- Turn rejection into redirection: Handle “no” without losing your center.
- Grow your mindset: Stay resilient and grounded in high-stakes conversations.
- Align values and performance: Win without compromising who you are.

## **RISE FOR GROWTH: Unlocking Next Level Growth**

Chasing success can become a cycle you can't escape—until it breaks you open.

Many high-achievers are operating in overdrive, disconnected from themselves, unsure of what the next level really is.

Growth isn't about more. It's about deeper.

Rashmi Airan had the resume, the status, the story of success—until she lost it all.

After serving time in federal prison, she had to rebuild everything from the ground up. What emerged was not just a comeback—but a complete transformation of how she saw herself and the world around her.

Now, through the R.I.S.E.™ Process, Rashmi challenges audiences to stop performing and start becoming:

- Reframe – See setbacks as invitations to realignment, not reasons to spiral.
- Identify – Get clear on who will walk with you, challenge you, and help you stay rooted in who you're becoming.
- Surrender – Let go of the need to get it “right” and make room for growth that's real.
- Evolve – Step into a truer, freer version of yourself—one that doesn't need to prove, just live.

This keynote is for those who are ready to grow from the inside out.

## OUTCOMES

- Break the success mask: Discover who you are beyond the titles.
- Cultivate self-compassion: Replace performance pressure with grounded confidence.
- Build support systems: Identify the people who will reflect your truth and hold you accountable.
- Redefine achievement: Grow on your own terms, in your own time.

## **RISE TOGETHER: Creating Brave Community Through Struggle and Connection**

People are craving connection—but we often avoid the real stuff: the mess, the truth, the vulnerability. Teams are filled with people who are silently struggling, pretending everything's fine, and disconnected from each other. Real community isn't built in comfort—it's forged in shared struggle.

Rashmi Airan knows this firsthand. When she went to prison, what got her through wasn't toughness—it was the people who showed up with honesty, compassion, and accountability. Now she helps organizations create that kind of culture—one where people rise together, not alone.

Through the R.I.S.E.™ Process, Rashmi offers a roadmap to build communities where people belong, not perform:

- Reframe – See struggle as an opportunity for connection, not something to hide.
- Identify – Know who your people are—the ones who will hold space, speak truth, and show up even when it's hard.
- Surrender – Drop the armor. Let people see the real you.
- Evolve – Create spaces where people lead with trust, not titles.

This keynote is for organizations that want real belonging—not buzzwords, but brave spaces.

## OUTCOMES

- Build trust from the inside out: Create spaces for honest conversations.
- Disrupt isolation: Cultivate a culture where people are seen and supported.
- Strengthen team bonds: Identify the anchors who keep your community grounded.
- Foster psychological safety: Let vulnerability lead to stronger results.

## **OPPOSITES ATTRACT: The Power of Turning Enemies into Allies**

Customers and employees are struggling with the prevalence of technology and the lack of the human touch, leading to worsening turnover, and lower sales affecting business performance entirely. Establishing relationships is a cornerstone of sales and business growth, reflecting the fundamental principle that people prefer to do business with those they know, like, and trust. This concept underscores not just a transactional interaction but a relational dynamic that can significantly impact the bottom line and long-term success of a business.

Join us for an extraordinary presentation where Rashmi Airan, a former federal defendant, and Joseph Capone, the former federal prosecutor who investigated her case, come together to share their incredible journey.

Rashmi's transformative experience has inspired her to become a corporate motivational speaker, fearlessly spreading wisdom about decision-making and leadership. Despite their past adversities, Rashmi and Joe have developed a unique bond built on mutual respect and continuous growth.

Get ready for an engaging discussion as Joe provides his prosecutorial perspective on the case, focusing on key moments of decision-making. Collaborating now as allies, Joe and Rashmi will lead an interactive conversation, offering valuable insights into how adversaries can become allies. Their story is living proof that transformation and reconciliation are possible, leading to a relationship unimaginable several years ago.

The importance of establishing relationships in sales and business cannot be overstated. It's a strategy that pays dividends not just in increased sales and business growth, but in building a sustainable, reputable, and resilient business that stands the test of time.

### **OUTCOMES**

- Embrace a culture of transformation by proven framework to build relationships
- Discover how adversarial relationships can evolve into alliances
- Empower change by gaining insights from the collaboration between former adversaries.
- Establish the power of relationships and drive sales and growth through specific skills.

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## CONDICIONES

- **Travels from:** Miami, USA
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