



MEET



*TAP*

TRACY-ANN PALMER

[WWW.TRACYANNPALMER.COM](http://WWW.TRACYANNPALMER.COM)



## Meet Tracy Ann Palmer

### Mastering the Art of Multifaceted Success

Tracy Ann Palmer, known as TAP, embodies the modern renaissance woman. She is a 12x award winner, no. 1 best selling author, and a billboard charting recording artist.

Born in Zimbabwe, she faced the harsh realities of civil war and immigration. Her family's move to South Africa brought challenges that fueled her resilience. A near-fatal incident before her 21st birthday sparked her passion to live with purpose.

At 27, Tracy immigrated to the United States, experiencing diverse cultures in cities like New York, Chicago, San Francisco and Detroit. She quickly rose to become the first female General Manager of a global office network in the events industry. Later, she co-founded an experiential marketing agency with her husband, Rob.

Tracy-Ann's tech career spans roles at Salesforce, Cisco, AWS, and VMware, earning her multiple awards in leadership, diversity, and mentorship. In February 2024, she left her Global VP role at VMware after leading a major channel and digital transformation initiative.

Tracy founded We Build Character in 2008, a 501(c)3 focused on leadership mentoring. She also created Midwest Technology Leaders, a vital community for Detroit's IT sector.

Currently, Tracy-Ann is a global investor, advisory board member, author, podcast host, CEO of Corporate Athlete Academy, and co-founder of Home Industries. She recently launched her music career with the single "Ignite the Warrior" and will release her "Warrior Album" this year.

As a keynote speaker, Tracy captivates audiences with her passion, authenticity, and credibility, sharing her journey of resilience and multifaceted success.



## PROFILE

Tracy believes in the power of work-life integration over mere balance. It's about infusing your professional expertise with your creative pursuits, and making your whole self thrive. Whether in the boardroom or on stage, Tracy-Ann seamlessly blends her talents, showcasing that true success comes from embracing all aspects of oneself. Tracy-Ann's journey is a testament to the power of leveraging all your talents to achieve multifaceted success.

From being the first female General Manager of North America at just 27, to becoming an accomplished investor, entrepreneur, advisor, singer, speaker, artist, author, and podcaster. Her story is not just about breaking barriers but about integrating diverse passions to create a holistic and fulfilling life.

## SIGNATURE TALKS

- Resilient Leadership: Overcoming Challenges and Thriving in Change

Tracy-Ann shares her journey of breaking barriers and leading with resilience in the corporate world and beyond.

- From the Boardroom to Creative Expression: Integrating Passions for a Fulfilling Life

A talk on how to blend professional expertise with personal passions to achieve holistic success.

- C3 Xtraordinary

Tracy-Ann shares the secret to peak performance and what it takes to be a Corporate Athlete.



#1 Best Seller



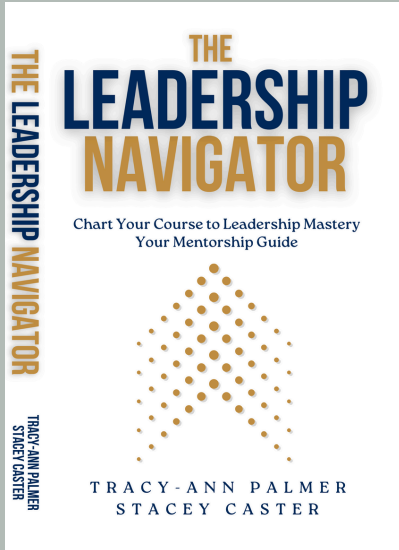
# THE AUTHOR OF THE LEADERSHIP NAVIGATOR

Highlights from the Book:

- Leadership Lessons: Insights from nine distinguished leaders across various disciplines, industries, and cultures.
- Leadership Mastery Toolkit: Practical guides, templates, checklists, and frameworks for effective leadership.

Interactive Features: Engages leaders to adapt materials to unique situations and integrate them into daily practices.

"Leadership Navigator" is a comprehensive journey through the landscape of leadership challenges, balancing theoretical depth with practical tools to inspire and equip leaders to take action.



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Tracy Ann Palmer thrives both in large conference settings as well as more intimate, executive style functions and training events. She tailors each presentation to your organization's specific needs!