



MEET



TAP

TRACY-ANN PALMER

WWW.TRACYANNPALMER.COM

Tracy Ann Palmer (TAP)

The Modern Renaissance Woman

Tracy Ann Palmer, known as TAP, is a force of nature in the realms of technology, business, philanthropy, and the arts. This 12-time award winner, #1 best-selling author, and Billboard-charting recording artist embodies the spirit of a true modern renaissance woman.

From Adversity to Triumph

Born in war-torn Zimbabwe, TAP's journey began with adversity. Her family's immigration to South Africa presented new challenges, forging her indomitable spirit. A near-fatal incident before her 21st birthday ignited a passionate commitment to living with purpose and impact.

Global Citizen and Trailblazer

At 27, TAP embarked on a transformative journey to the United States. Her experiences across New York, Chicago, San Francisco, and Detroit shaped her unique global perspective. TAP quickly distinguished herself in the events industry, becoming the first female General Manager of a global office network. This success led to founding an experiential marketing agency.

Tech Visionary and Leader

TAP's illustrious tech career spans roles at industry giants including Salesforce, Cisco, AWS, and VMware. Her exceptional leadership, commitment to diversity, and mentorship have earned her multiple accolades. In February 2024, she concluded her tenure as Global VP at VMware, where she spearheaded a successful channel and digital transformation initiative.

Empowering Others

Driven by a passion for developing leaders, TAP founded We Build Character in 2008, a 501(c)3 dedicated to leadership mentoring. Her creation of Midwest Technology Leaders has become a cornerstone of Detroit's IT community, fostering innovation and collaboration.

Multi-Faceted Success

Today, TAP's influence extends across multiple domains:

- Global Investor
- Advisory Board Member
- Author
- Podcast Host
- CEO of Corporate Athlete Academy
- Co-founder of Home Industries

The Warrior's Voice

In a bold expansion of her creative pursuits, TAP has launched a music career. Her debut single "Ignite the Warrior" and forthcoming "Warrior Album" showcase her artistic versatility and inspirational message.

A Captivating Presence

Tracy Ann Palmer mesmerizes audiences with her authenticity, credibility, and passion. Her journey of resilience and multifaceted success resonates deeply, inspiring others to unlock their full potential and embrace life's challenges as opportunities for growth.

PROFILE

Tracy-Ann Palmer is a modern Renaissance woman who has transformed every challenge into an opportunity for growth and impact. From surviving a civil war and overcoming personal adversity to becoming a trailblazing executive and award-winning leader, Tracy-Ann's journey is defined by resilience, innovation, and a relentless pursuit of excellence.

As a global keynote speaker, entrepreneur, recording artist, author, and mentor, she brings a unique blend of corporate experience, creative expression, and a passion for empowering others. Tracy-Ann's work spans leadership development, peak performance, and personal empowerment, driven by her belief in the power of courage, commitment, and consistency to unlock human potential. Her diverse experiences and dynamic presence inspire individuals and organizations to rise beyond their limits and achieve extraordinary results.



SIGNATURE TALKS

Unbreakable: The Art and Science of Resilient Leadership

Drawing on powerful personal stories, cutting-edge research, and practical strategies, this keynote reveals how resilient leaders not only survive but also inspire, adapt, and innovate in the face of adversity. You will discover the essential traits that define resilient leadership and learn actionable steps to cultivate a resilient mindset, foster a culture of adaptability, and turn obstacles into opportunities for growth.

Beyond the Edge: Unlocking Peak Performance and Human Potential

A transformative keynote that empowers audiences to break through barriers and achieve extraordinary results. This dynamic presentation reveals the strategies and mindset shifts necessary to push past limits, master resilience, and unlock true potential. Drawing from unique experiences and cutting-edge research, the talk inspires leaders and teams to rise above challenges, foster innovation, and thrive in today's ever-evolving world.

The Ripple Effect: How Small Actions Create Big Impact

A compelling keynote that explores how small, intentional actions can create waves of positive change in our lives, organizations, and communities. Through inspiring stories and practical insights, this talk demonstrates how one decision, one act of kindness, or one courageous step can lead to extraordinary outcomes. Perfect for leaders, communities and change-makers, it provides a fresh perspective on how to harness the ripple effect to drive meaningful transformation and inspire others to take action.



#1 Best Seller



THE AUTHOR OF THE LEADERSHIP NAVIGATOR

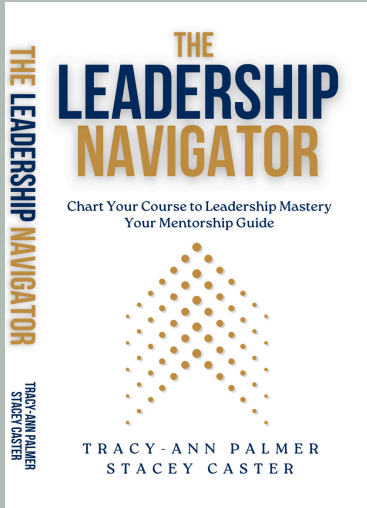
Highlights from the Book:

- 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.

[FIND OUT MORE HERE!](#)



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2021 - 2024 AWARDS



THE STEVIE® AWARDS FOR
SALES & CUSTOMER SERVICE



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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!

MEDIA SAMPLING

VIDEO INTERVIEWS

CRN INCLUSIVE LEADER VIDEO

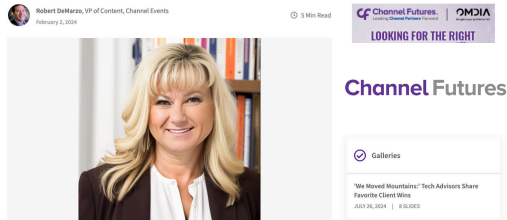
CRN WHAT LEADERSHIP REALLY LOOKS LIKE

ARTICLES



Tracy-Ann Palmer's Legacy at VMware: Innovation Amid Broadcom Acquisition

A high-profile VMware channel exec is on her way out after the company's acquisition by Broadcom.



PODCASTS



EXECUTIVE MENTOR OF THE YEAR 2023





IGNITE THE WARRIOR BY



LAUNCHED DECEMBER 21, 2023
BILLBOARD CHARTING ARTIST
79K STREAMS
WARRIOR ALBUM COMING SOON



To the brave warrior reading this,

I wanted to share why I wrote this song and why I am sharing it with you.

"Ignite the Warrior" is deeply personal and represents a transformative journey for me. It is my battle cry of resilience, strength, and courage to rise from the ashes of adversity, like a warrior finding my inner fire to fight, thrive, and lead with purpose. It is about acknowledging the battles I have faced, both seen and unseen, and using them as fuel to drive me forward, to inspire others, and to create impact in the world.

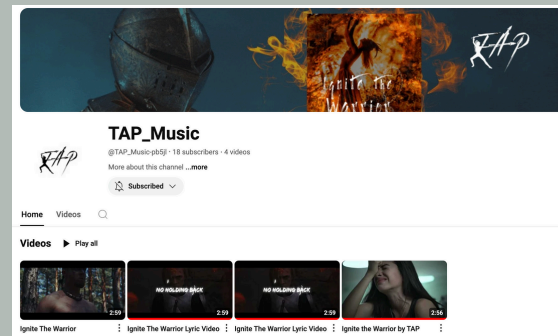
For me, "Ignite the Warrior" is not just a phrase; it is a call to action to embrace my full potential, break free from limitations, and stand boldly in my truth. It speaks to the inner strength that has carried me through life's challenges, the unwavering determination to overcome, and the passion to help others find their own warrior spirit.

I want to empower you to awaken your inner strength, to stand up against your own battles, and to live courageously and authentically. It's a rallying cry to be brave, unleash the unstoppable force within and the relentless pursuit of one's highest self.

I want you to join the ranks of warriors who refuse to be held back, propelling you towards a future filled with bold breakthroughs and unbridled success.

Let the fire burn bright and let the warrior within you come alive!
Join me on the brave trail, lets do this together.

From my heart to yours,



[Click here for the Lyric Video](#)

