

JUAN VEGARRA

KEYNOTE SPEAKER · COMPANY BUILDER · INVESTOR

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English & Spanish, both native

The experts defend the order. The outsider sees the reorder.

Juan Vegarra builds the institutions that unlock value already present. Over four decades he set worldwide strategy for a **\$1B Microsoft partner program**, founded and led a **TSX-listed company from a \$500K seed to a \$160M market cap**, and backed companies across eight industries. Today he is Chief Revenue Officer of VerAvanti, commercializing a hardware-enabled AI platform, and author of *An Outsider's Playbook*. He has worked rooms in 54 countries, and he has entered six industries from the outside — every one of which told him politely that someone like him could not do it.

SIGNATURE TALKS

The Outsider's Advantage

KEYNOTE · 30-45 MIN · CONFERENCES, ALL-HANDS, KICKOFFS

Why the builders who matter most arrive without permission. How generalists enter technical industries, earn the trust of specialists, and win.

Selling AI When the Evidence Bar Is Clinical

45-90 MIN · BOARDS, INVESTMENT COMMITTEES, LP DAYS

Every AI market is quietly becoming a clinical market. Three lessons from medicine, and the four questions every board should ask an AI proposal.

A Different Organization Before a Larger One

60-90 MIN WORKSHOP · PE AND VC PORTFOLIO OFFSITES

Companies stall because the organization never evolves as fast as its opportunity. The playbook for inflection points: leadership, governance, capital, commercial model.

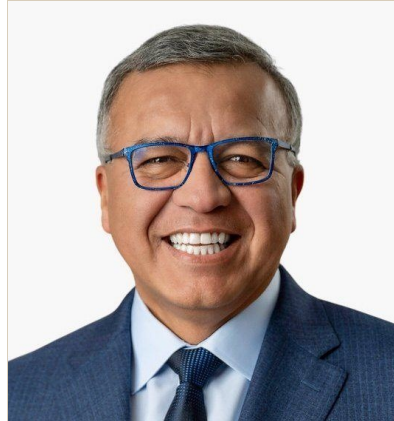
From \$5M to Real Scale

45-60 MIN · FOUNDER COHORTS, MBA PROGRAMS, ACCELERATORS

The honest mechanics of crossing from founder-led sales to an institution that compounds without you. Drawn from mentoring CEOs in the UW Foster Ascend program.

SELECTED ROOMS

Microsoft Executive Relations briefings, Redmond and worldwide · Institutional investor briefings in Zurich, London, and New York · Toronto Stock Exchange capital markets events · Mining investment conferences, Perú pavilion · UW Foster School of Business, Ascend program · MedTech industry events



BY THE NUMBERS

Four decades Six industries operated from the inside, eight backed as an investor

\$95M+ Raised across the companies he has led, on four continents

320x Return to original seed investors, Vena Resources (TSX: VEM)

54 Countries worked as a Microsoft global evangelist

EN & ES Talks written in each language, never translated

"Juan shares practical frameworks for identifying market shifts, communicating value, building enduring businesses, and leading through uncertainty."

Jeff Teper

EVP, Microsoft Apps & Agents

FORMATS & LOGISTICS

Formats: keynote, workshop, board session, fireside.

Travel: from Seattle-Tacoma, worldwide. Latin America and Europe are regular routes.

Lead time: six weeks preferred; two weeks possible for an existing talk.

AV: lavalier or headset, HDMI, 16:9. Slides sent 72 hours ahead. No teleprompter.

Recording: internal and archive use included; public distribution agreed in writing.

Fee: standard for keynotes; reduced for universities, nonprofits, and founder programs.

TO BOOK

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juanvegarra.com/speaking.html

Author of *An Outsider's Playbook* / *El Manual del Outsider*, available in English and Spanish.