

Leadership is Service.

CHRIS VALLETTA

KEYNOTE SPEAKER · FORMER NFL LINEMAN · OPERATOR · NATIONAL TV CONTRIBUTOR

Chris Valletta is a former NFL offensive lineman and an operator who was **part of building four companies and selling them**. He backs the blue-collar businesses that keep the country running, has carried the message across every major network for a decade, and has gathered **more than two hundred pocket Bibles** once carried by American soldiers. One thesis holds all of it together. **Leadership is service.**

THE LANE HE OWNS

The trenches, the build and the exit, the trades, twelve years of cross-network television, and an artifact collection no other speaker has.

Leadership told by someone who has carried the weight, not studied it. A category of one.

"You lead by what you are willing to carry."

CHRIS VALLETTA

AS FEATURED ON · FOX BUSINESS · FOX NEWS · CNN · MSNBC



KEYNOTE · TEDXTAMU 2025

WHAT ROOMS SAY

"His theme of 'holding the rope for each other' struck a powerful chord. That message has had a lasting impact on our organization and is now one of the three core pillars guiding our 2026 strategic plan."

AUSTEN POWELL · VP STRATEGIC OPERATIONS, CIVITAS SENIOR LIVING

"The difference with Chris is that he not only talks the talk, but he has walked the walk. Many of our team is still talking about his challenge to be a 'Team of Ropeholders' that can accomplish anything."

ADAM L. FERIEND · OWNER AND COO, JRJ CONSTRUCTION

100+

NATIONAL TV SEGMENTS
SINCE 2014

2

TEDX TALKS

4

LEADERSHIP BOOKS

200+

SOLDIERS' BIBLES
COLLECTED

4

COMPANIES BUILT AND
SOLD

TRUSTED ON THE PLATFORM BY

Civitas Senior Living · JRJ Construction · Texas A&M · CHG Healthcare · Aggie 100 · Mays Business School · Locumsmart · Fellowship of Christian Athletes · Young Life · Grapevine Faith · Geneva School · Westminster Academy



WHAT CHRIS SPEAKS ON

Pick the talk for *your room*.

Nine keynotes, grouped the way a planner shops. Every one is built for your audience on a pre-call, and every one traces to a single idea: leadership is service.

01

LEADERSHIP AS SERVICE

Rope-Holders. The signature keynote. Who is holding your rope?
What You Are Willing to Carry. Leadership told through the soldiers' Bible collection.
How Values Will Save America's Leadership. From the 2025 TEDx.

03

TEAMS, TALENT, AND THE ATHLETE'S EDGE

The Untapped Bench. The leadership talent hiding in plain sight. The idea behind AmplifyU.
The Championship Business Team. How a locker room becomes a company.
The Day You Get Cut. Adversity, reinvention, and what you are made of.

05

HISTORY AND LEADERSHIP

The Past Is a Playbook. The leaders who came before us already faced your hardest calls. Their wins and failures are a plan for the decisions ahead.

DELIVERY

In person or virtual, at broadcast quality. Based in Texas, speaks nationwide. Every booking includes a pre-call so the talk is built for your room. Bulk books available for attendees.

THE CREDIBILITY BEHIND THE KEYNOTE

TEDXTAMU 2025

100+ TV SEGMENTS

FOREWORD BY DONALD TRUMP

AMPLIFYU FOUNDER

02

THE AI ERA AND THE HUMAN EDGE

AI Readiness Is a Leadership Problem. AI will not take over the world. The people who know how to use it will.

04

THE TRADES AND THE OPERATOR

Red, White and Blue Collar. Leadership in the essential businesses nobody romanticizes and everybody depends on.

FORMATS

Virtual 1:1, 60 minutes
Virtual keynote or fireside, 60 minutes
In-person keynote, main stage
Half-day workshop, teams and offsites

BEST FOR

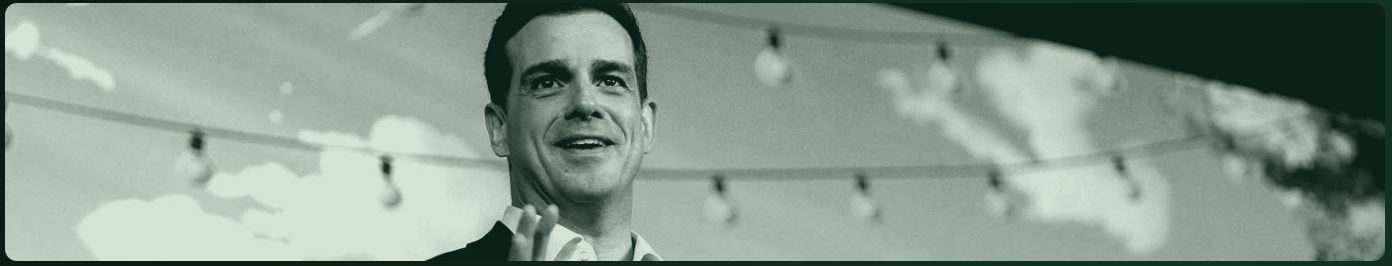
Corporate leadership and L&D, conferences, universities and athletic departments, faith and education, and trades and operator groups. Every talk is tailored on a pre-call.

Book Chris

AVAILABILITY · KEYNOTES · INQUIRIES

chrisvalletta.com

youtube.com/chrisvalletta · linkedin.com/in/chrisvalletta



SPEAKER BRIEF · RATE CARD

FOR EVENT TEAMS · 2026

Investment.

All fees in USD, effective 2026. Every engagement includes a **pre-call**, a **talk built for your room**, **live Q&A**, and **bulk book availability**. Travel and expenses for in-person dates are quoted separately.

\$1,500

VIRTUAL 1:1

60 minutes. Instant booking.

\$7,500

VIRTUAL KEYNOTE

60 min or fireside. Request and confirm.

\$15,000+

IN-PERSON KEYNOTE

Main stage. By inquiry.

\$25,000

HALF-DAY WORKSHOP

Teams and leadership offsites.

Faith, education, and nonprofit, in person. One door kept priced so a school, a church, or a nonprofit is never turned away by the number. A values decision, not a discount.

\$7,500

TERMS

25% deposit holds the date, refundable within 7 days of booking.

Books. Bulk copies available for attendees at a discount.

Recording. You own your event recording. Chris keeps the right to use clips in his own promotion, an opt-out you can remove.

TRAVEL AND LOGISTICS

Air. Economy under three hours, premium for three hours or more.

Ground and hotel. One to two nights at or near the venue.

Home base. Texas. Speaks nationwide. Typical lead time six to twelve weeks.

Not a theorist. A former NFL lineman, an operator who was part of building and selling four companies, and a national television voice for a decade, who leads by what he is willing to carry.

WHY THE INVESTMENT

6 TO 12 WEEKS TYPICAL LEAD TIME

VIRTUAL MOVES FASTER

EVERY TIER VIRTUAL OR IN PERSON

PRE-CALL INCLUDED

Book Chris

CHECK AVAILABILITY · KEYNOTES · INQUIRIES

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