



JAKE BARRENA

KEYNOTE SPEAKER | AUTHOR | PERFORMANCE COACH | ENTREPRENEUR

To schedule Jake Barrena for your next event, contact Talent Concierge® Artists Agency



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Impactful Takeaways when you Hire Jake Barrena to take centerstage.

Authenticity in Leadership: Building a Legacy Through Integrity

The Culture Advantage: Building a Thriving Organization from the Inside Out

Living a Purpose-Driven Life: Embracing Your True Calling

Seize the Moment: Strategies for Personal and Professional Success

Faith in Action: Leading with Values in a Competitive World

Authenticity in Entrepreneurship: The Key to Sustainable Success



Define Core Values That Stick

Learn to identify and articulate values that resonate deeply with your team, serving as a guiding star for decision-making and behavior.

Build Trust and Authentic Relationships

Discover how to create an open and transparent environment where team members feel safe to express themselves and collaborate authentically.

Empower Through Purpose

Understand the power of aligning individual goals with the organization's mission, helping employees find meaning in their work.

Prioritize Growth and Development

Explore strategies for fostering continuous learning and professional growth, ensuring your team remains innovative and engaged.

Model Leadership at All Levels

Embrace the principle that culture starts at the top, with leaders who live out the values they promote and inspire others to do the same.

Celebrate Wins and Milestones

Learn the importance of recognizing and celebrating achievements to boost morale and reinforce positive behaviors.



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Jake's Accomplishments Speak for Themselves



As an author, Jake's voice is bold, empowering, and deeply authentic—qualities that resonate with readers and audiences alike. His work has solidified his reputation as a thought leader and a trusted mentor for those seeking to elevate their mindset, build resilience, and unlock their full potential.



strength & soul

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Keynote Descriptors

Authenticity in Leadership: Building a Legacy Through Integrity

Overview: This keynote delves into the importance of leading with authenticity and values to build trust, inspire teams, and create a lasting impact.

The Culture Advantage: Building a Thriving Organization from the Inside Out

Overview: In today's fast-paced world, organizational culture is the heartbeat of success. Leaders can create an environment where employees feel empowered, connected, and motivated to exceed expectations. Through personal stories, actionable insights, and faith-based principles, Jake challenges leaders to rethink their approach to culture and offers a roadmap to transform organizations into thriving communities.

Living a Purpose-Driven Life: Embracing Your True Calling

Overview: Jake shares his transformative journey from being lost to discovering his true purpose, offering insights into finding and living a purpose-driven life.

Seize the Moment: Strategies for Personal and Professional Success

Overview: Inspired by his book *Carpe NOW*, Jake equips audiences with actionable strategies to maximize potential in the present.

Faith in Action: Leading with Values in a Competitive World

Overview: This talk highlights the power of living and leading with faith and values, even in high-pressure environments.

Authenticity in Entrepreneurship: The Key to Sustainable Success

Overview: Jake shares his experiences as a serial entrepreneur, emphasizing the importance of authenticity in achieving and sustaining success.

Each of these topics offers audiences transformative insights to live authentically while pursuing excellence in all areas of life.

“When I thought I'd heard it all from motivational speakers, Jake Barrena stepped onto the stage and completely changed my perspective! His insights were nothing short of eye-opening, mixing authenticity with powerful stories that resonated deeply. If you're ready to elevate your mindset and unlock your full potential, you NEED to experience the next engagement with Jake for yourself! Don't miss out on his transformative talks that inspire action and ignite change.”

- Ryan Lorge, Owner and COO of Classic Improvement Products

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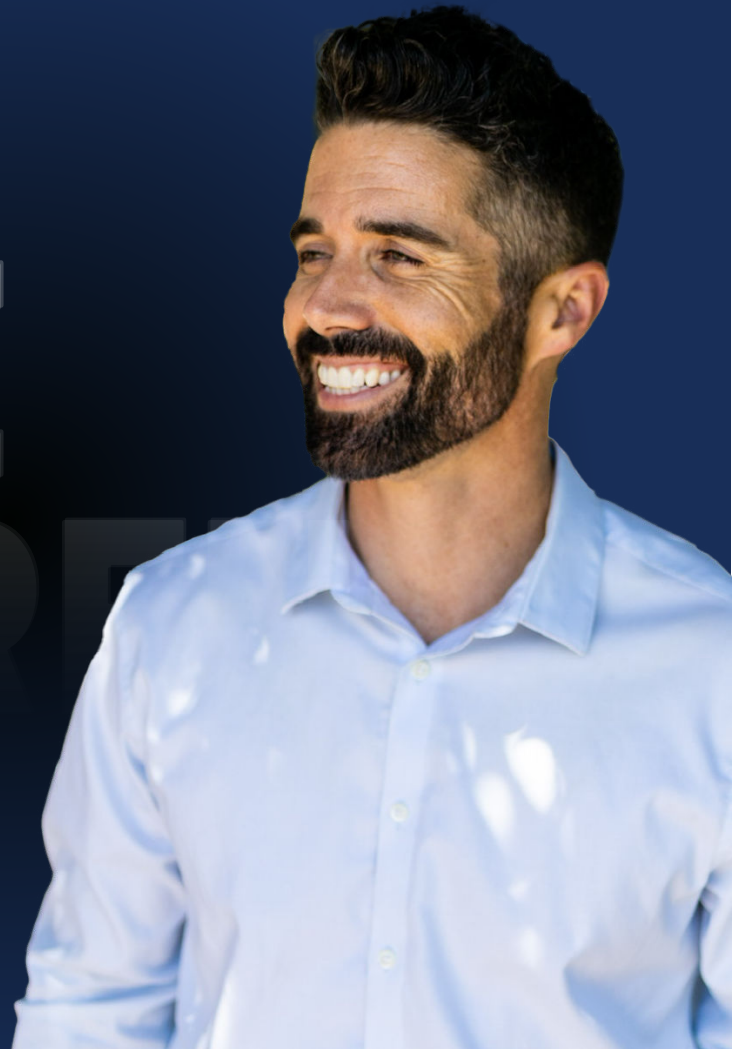
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JAKE

BARRENA



Full Biography

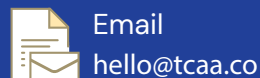
Jake Barrena is a dynamic entrepreneur, renowned keynote speaker, best-selling author, and performance coach with over two decades of experience building and advising businesses. As the owner of multiple ventures, including Barrena Corporation, V1 Nation, and Barrena Real Estate Group, Jake has founded over 12 businesses, learning invaluable lessons from successes and setbacks that he openly shares.

Rooted in Orange County, California, Jake is a devoted family man who finds his greatest joy in spending time with his wife of nearly 20 years and their two children. He leads a life driven by faith, guided by his unwavering commitment to integrity and authenticity—principles he views as central to achieving an entire and meaningful existence. A man of deep values, Jake inspires others to live boldly and embrace their God-given potential.

A passionate advocate for personal growth and legacy building, Jake is skilled in helping individuals and organizations unlock their best selves. His motivational style, underscored by his book *Carpe NOW*, encourages readers to seize the moment and lead with purpose. Outside of business, Jake thrives on staying active, mastering extreme sports, and creating initiatives that leave lasting, positive impacts on the world.

Whether delivering a keynote speech, coaching leaders, or writing transformative content, Jake Barrena remains steadfast in his mission: to help others achieve greatness while living authentically and faithfully. His journey, from personal transformation to professional success, is a powerful testament to the human spirit's capacity for renewal and growth.

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HOW JAKE DOES IT

Embracing Personal Narrative

Jake shares his brand and personal story on social media and in keynote speeches. This creates intimacy and relatability, making his brand feel authentic and approachable.

Diversifying Business Ventures

He strategically expands his influence across multiple industries, building a marketing brand and a portfolio that aligns with his image while maintaining independence.

Staying Ahead of Trends

Jake continuously evolves by staying in tune with emerging business and wellness trends. He uses social media to test business models, gather audience feedback, and launch relevant products.

Leveraging Networking

Jake's expertise in marketing, sales, and business development spans two decades, and he shares transformative strategies that propel others to success.

Building Brand Extensions Reflecting His Identity

Jake ensures his brand reflects his values and identity, creating a deep connection with his audience. He emphasizes his devout faith, using it as a cornerstone of his brand.

Jake Barrena exemplifies how blending personal authenticity with strategic business decisions can transform a personal identity into a thriving, adaptable, and diversified business.

"The moment Jake takes the stage, his authentic presence and infectious energy captivate the audience, leaving them feeling inspired and empowered to take on the world.

The passion and conviction of his words paint vivid pictures that transport listeners on a transformative journey of self-discovery and growth.

By the time he finishes, the audience has an unshakable determination to seize every moment of their lives."

Marcus "Elevation" Taylor,
Founder and CEO of Unlock Elevation

Jake Barrena is available for Motivational Speaking,
Panel Discussions, Board of Director Retreats,
and International Conferences.



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“Jake Barrena is a natural speaker and a truly genuine individual. Having known Jake for several years now, I can confidently say he’s as kind as authentic. Unsurprisingly, he’s been a guest speaker for the Savage Syndicate Podcast not once but twice—an honor he holds as the only guest to make a repeat appearance.

Why bring him back? Simple: Jake is an exceptional speaker. His authenticity shines through every way, making his talks effortless and engaging.

Josh Brisbane,
Founder of Savage Syndicate



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