



Leadership, Perception, Influence, & Behavior Keynote Speaker

"Shira Abel opened the Packaging Recycling Summit 2025 with a customized, insight-packed keynote that set the tone for the entire event. Professional, engaging, and deeply resonant - attendees loved her. I'd book her again in a heartbeat."

Trey Smith,
Senior Director of Events
PMMI Media Group



Keynote Topics

THE PERCEPTION PLAYBOOK

Shape perception, shape every decision that follows.

Shira customizes every keynote with specifics for your industry.

THEY'RE NOT LISTENING

Be the person they trust, remember, and follow.

THE HUMAN SIDE OF THE SALE

Sell with empathy, close more.

About Shira Abel

Shira Abel is a keynote speaker and behavioral marketing strategist known for The Perception Formula™, a decision-shaping framework that helps leaders earn trust faster, deepen influence, and drive results in high-stakes moments. A go-to-market expert with over 25 years of experience, Shira has helped companies like Siemens, Samsung, AXA, and Allianz transform how they're seen so they can grow with intention and close bigger deals.

As the founder of Hunter & Bard and a lecturer at UC Berkeley, she brings a rare blend of executive savvy, academic rigor, and real-world practicality to every stage she steps on. Shira's keynotes don't just share insights, they create momentum. Whether unpacking the subconscious forces behind buying decisions or showing teams how to connect in a world ruled by distraction, she delivers the tools leaders need to turn perception into performance.

Her mission is to make behavioral insight practical and help leaders, sellers, and teams be seen for the value they truly bring.

Watch Shira's
Speaker Reel



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