

Speaker Kit

Tracey Abbott

International
Keynote Speaker
& CEO Advisor





Tracey Abbott

Risk Smarter: Turn
Uncertainty into Upside

\$450B AUM

Private Equity Operating Partner

5x

PE-Backed Board Director

28 Years

International Leadership

1400+ Global Founders

Reached at South Summit Brazil

50+ Countries

Reached at MIT's Annual Conference

“Tracey brings an evolved approach that unlocks lasting potential.”

Curiosity has led her into a diverse, high stakes career spanning the globe. From TEDx stages to global investor summits, Tracey is redefining what decisive leadership looks like under pressure.

She doesn't just talk transformation. She's led it. She's lived it. And she equips leaders to build the risk intelligence to move faster on the decisions that matter.

IN ACTION

Speaker Demo Reel



Watch Tracey in Action

[CLICK HERE TO VIEW](#)



Risk *Smarter*

Turn Uncertainty into Upside

How leaders build decision velocity and turn uncertainty into competitive advantage

The greatest barrier to transformation isn't lack of data — it's hesitation. We slow down exactly when we need to speed up. Decisions stall. Alignment breaks. And the window to act closes while leaders wait for certainty that never comes.

The leaders who win aren't the ones with the most data. They're the ones who move before they're certain — because they've built the capacity to risk smarter than everyone else in the room.

This keynote teaches leaders to recognize the hesitation trap, build their decision velocity, and turn uncertainty into their greatest competitive advantage.

Did you Know?

57% of CEOs say they are missing opportunities due to decision speed.

AUDIENCE TAKEAWAYS

- Recognize the hesitation trap — and what it's costing you
- Build risk intelligence — turn experience into decisive judgment
- Choose possibility over probability — move before you're certain
- Turn uncertainty into upside — and multiply what matters



Tracey sparks ideas, reflections, and conversations that transform leaders, decision making, and relationships, with a rare ability to integrate insight with practicality. Tracey doesn't just develop better leaders, she develops more grounded, effective humans and reminds us of our role in shaping the future.

Shannon Carlson
Private Equity Talent Partner,
TSG Consumer Partners



Tracey's talk was deeply thought-provoking. Risk as the price of possibility really hits you in the gut.

Josh Baer
Founder & CEO,
Capital Factory



Your framework gave me a much clearer way to think about risk. As a software developer I try to reduce risk as much as possible. Your talk helped me realize that in fast-changing environments, that can actually slow down learning. Looking back, it was precisely those small, imperfect decisions that accelerated my understanding.

Benjamin Gonzalez, CEO &
Software Developer, Peru



Tracey's presentation made everyone in the room wake up and was quoted again and again on every panel. It is appetite for risk that senior leaders bring to the party and that makes the difference. She demonstrated that so authentically with her life story. Especially when data is overwhelming us, Tracey showed a clear path to cut through the noise and take the risks that matter.

Julianne Pressman
Managing Director, Alvaraz and Marsal



Tracey is unbelievable. Outstanding presentation, effective and efficient messaging. Long lasting take away that risk mindset is critical because lives will never be less complicated.

Kevin White Co-Founder, Chief Legal
Officer NovaSpark



We all heard you speak and raving about your message and how it aligns with the future.

Chonsten Jennings
CEO, The Purpose Engine



Had the pleasure of hearing Tracey Abbott speak recently as she is engaging, inspiring, and refreshingly grounded. Her point about “using risk to gain better experience” was both smart and humble- a great reminder that we can build our risk muscle.

Nausheen Hussain, Strategic HR Business
Partner



Such a powerful way to open up the conference. I'll add “authenticity” in how you have not only delivered the excellent content, but the essence of making change happen and for leaders to be relatable. You have set the tone for the panels and conversations that follow. Exceptionally well done as you drive impact across the PE community.

Jan Jamrich, Founder & CEO, Entromy



“What a powerful way to open up the conference!”

– Jan Jamrich



Panels, Workshops, Podcasts

TOPICS AVAILABLE

As an industry thought leader, Tracey has deep and diverse expertise and has spoken on podcasts, radio, panels, webinars, and in workshops on topics like:



Human-Centered Growth

How leaders unlock value through better leadership diligence



Board & CEO Trust: The New Growth Currency

Why trust unlocks outsized performance



Redefining Executive Success: From Metrics to Meaning

Leading from purpose to drive performance



Leading through Complexity

How leaders simplify high-stakes decisions

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ASSETS & RESOURCES

Approved Headshots



Links

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Speaker Reel

Speaker 1 Page

Speaker Bio

Website

/traceyabbott

For calendar availability, please email tracey@traceyabbott.com

Beyond the Bio



AS A GIRL FROM SMALL TOWN ALABAMA WITH A SINGLE MOM, I HAD NOTHING TO LOSE – SO I HITCHED MY WAGON TO THE STARS

I rode a Greyhound bus to college four states away with no cell phone and no money. That's how badly I wanted to spread my wings.

I took out a credit card loan at 24% interest to go on a senior trip to Europe. It took me five years to pay it back. Worth it.

The ocean teaches me about smart risk and how to embody it. Today I live part-time on Roatán, where we have the second largest reef in the world. Deep sea diving is a calculated risk I take often.

I started as a Kodak analyst, earned my MBA in Finance (in French), and I spent a decade living and working all over the world. I rose to lead strategy and FP&A at the corporate officer level. Then I left the boardrooms for the front lines of a Chick-fil-A franchise. That led me to private equity...

Friends say I'm a "risk-taker". I say it's being an explorer. A decade of living and working internationally sharpened my ability to intuit from what's unsaid.

I see risk not just as downside to hedge—but as upside that drives personal and professional growth.

My boldest bet? Marrying my 4th grade sweetheart at nearly 40 — a tennis pro living with MS. I trusted what I knew. It drives my I.R.R. — my internal rate of return — exponentially through love every day.

I am a risk-maker. And I love it.



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Invite Tracey to *Speak*

Speaking Invitations:
tracey@traceyabbott.com

 /traceyabbott