



# DR. MELISSA HUGHES

KEYNOTE SPEAKER | AUTHOR | HUMAN POTENTIAL ALCHEMIST

*Science meets Strategy for Success*



# About Melissa

Dr. Melissa Hughes is a dynamic keynote speaker who blends cutting-edge brain science with contagious energy, humor, and heart. Known for her magnetic stage presence and research-driven insights, she delivers unforgettable keynotes that inspire action—and ignite real transformation.

A leading voice in neuroscience-based leadership, motivation, and personal development, Melissa brings together the latest cognitive research with practical, high-impact strategies that audiences can apply immediately. From Fortune 500 companies to international conferences to hospitality organizations, she's trusted by leaders and teams who want more than a motivational speech—they want a mindset shift with extraordinary outcomes.

Her signature style? High-energy meets high-IQ. With a gift for turning complex science into stories and strategies that stick, Melissa shows people how to rewire their habits, unlock peak performance, and navigate change with clarity and confidence. Every keynote is tailored specifically to the audience, and packed with humor, “aha” insights and powerful takeaways rooted in psychology, neuroscience, and behavioral science.

Whether you're planning a leadership summit, conference, or corporate retreat, Melissa delivers the spark your audience needs to think differently, lead boldly, and reach their full potential.



# Testimonials

"Dr. Melissa Hughes was a brilliant keynote speaker for the 2024 Level HER Up conference dedicated to the Health, Empowerment, and Renewal of Women. We couldn't have had a more perfect start to this amazing day. In her presentation, "Road to Rockstar," she took us on a journey toward achieving a higher form of success by better understanding the brain. We not only learned invaluable tools to level up but also took moments to have fun and laugh."

-Sally Brumfield, Level HER UP Co-Chair

"Melissa delivered a fantastic keynote at our annual Global Product Forum with attendees representing North America, South America, Asia, and Europe. She was able to make her concepts about how the brain works and factors that influence company culture relevant to a diverse global audience. More importantly, her energy and passion about her areas of expertise are simply infectious. I highly recommend Melissa to anyone looking for a dynamic speaker to create an exceptional attendee experience."

-Frank T. Young, President, Product, Global Payments.



"Dr. Hughes is knowledgeable, personable, and fun. Her presentations are over the top. We brought her back for several keynote presentations at the Florida Restaurant & Lodging Marketing & Operations Summit after receiving stellar feedback from the attendees.

Your attendees will love her!"

Dan Murphy, Florida Restaurant & Lodging Association



## Hospitality Reimagined: Where Brain Science Meets Guest Experience

In a world where service is everywhere, experience is everything. Melissa's hospitality keynotes blend cutting-edge neuroscience and behavioral psychology to unlock what truly moves guests—from check-in to check-out, from first impressions to final bill. Whether you're running a luxury resort or a bustling restaurant group, learn how to elevate every interaction. These aren't talks. They're transformative journeys through the guest brain—designed to spark loyalty, ignite innovation, and create craveable, memorable experiences that guests feel long after they've gone.

# Hospitality Keynotes

### **Craveable by Design: The Brain Science of Exceptional Dining Experiences**

Every meal is a memory in the making—but are you shaping it with intention? In this deliciously insightful keynote, Dr. Hughes takes restaurant professionals on a journey through the guest brain, revealing how neuroscience and behavioral science can elevate every moment of the dining experience. From first reviews to fond farewell, Melissa reveals how to turn that process into a powerful design tool. Using principles from psychology, neurobiology, and decision science, you'll learn how to architect dining experiences that don't just meet expectations—they exceed them!

### **BACKSTAGE PASS: The Science Behind Hospitality that Rocks**

What if you could deliver hospitality that hits like a headliner and lasts like a classic? In this high-energy, science-based keynote, Dr. Melissa Hughes takes hospitality professionals behind the scenes to uncover what really makes guest experiences unforgettable from a neuroscience perspective. Because great service isn't just about what guests see—it's about what they feel. Blending cutting-edge neuroscience, behavioral science and psychology with real-world hospitality insights, Backstage Pass explores how to design emotional highs, fuel team energy, and create encore-worthy moments that turn guests into raving fans.

- For full keynote descriptions, visit [www.melissahughes.rocks/keynotes](http://www.melissahughes.rocks/keynotes).



## Brain Science That Means Business

These aren't your typical keynotes. Backed by neuroscience and behavioral psychology, these sessions deliver bold ideas and practical tools to help people think smarter, lead better, and connect deeper. Whether you're navigating change, leveling up leadership, or designing better experiences, these keynotes unlock the brainpower behind better business.

# High-Impact Keynotes

### **Wired for Change: The Science of Thriving in a Rapidly Evolving World**

In a world where change is the only constant, how do we keep up-without burning out? In this energizing keynote, Dr. Hughes explores how the human brain is wired to resist change and uncertainty as well as the neuroscience of adaptability and the psychology of resilience. Packed with science-based strategies and real-world applications, this session empowers individuals and teams to thrive in complexity, not just survive.

### **The Motivation Code: What Science Really Says About Getting (and Staying) Driven**

Spoiler alert: Motivation isn't about willpower-- it's about wiring. In this captivating keynote, Dr. Hughes demystifies the psychology behind what really fuels drive, persistence, and passion. Attendees will learn how to activate intrinsic motivation, break through plateaus, and build momentum that lasts. Drawing from behavioral science, neuroscience, and habit research, this session provides actionable tools for anyone looking to spark sustainable motivation in themselves or their teams.

### **Roadtrip to Rockstar: The Brain Science of Better Decisions, Deeper Focus, and Peak Performance**

Welcome to the science of working brilliantly without burning out. In this high-energy, high-impact keynote, Dr. Hughes shares the latest research on cognitive function, attention management, and optimal performance. Audiences will walk away with practical tools to sharpen decision-making, eliminate cognitive overload, and create the mental space needed for innovation. This is not your typical productivity talk. It's a science-powered performance upgrade for those who want to work smarter.

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