



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.



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

Your attendees will love her!”

Dan Murphy, Former SVP Florida Restaurant & Lodging Association

TESTIMONIALS

“Dr. Hughes delivered an extraordinary presentation at our President’s Leadership Institute that far exceeded every expectation. With warmth, authenticity, and science-based storytelling, she captivated the audience. Dr. Hughes tailored every element of her presentation to our leadership community with precision and heart, inspiring us to lead with greater awareness, empathy, and intentionality.

Without question, she is the most impactful speaker we’ve ever hosted!

-Dr. Angela Long, Chief Engagement Officer, Office of the President, Tallahassee State College.

“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 in her areas of expertise are 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.



The NeuroService Advantage

In a world where service is expected, the guest experience is the differentiator.

Dr. Melissa Hughes brings the science behind human behavior to the front lines of customer experience—translating neuroscience and psychology into practical strategies that elevate how people think, connect, and serve.

These keynotes move beyond scripts and standards. They rewire how teams understand the people they serve, what captures attention, builds trust, and turns a single interaction into lasting loyalty. Across hospitality, retail, healthcare, finance, and every customer-facing industry, audiences walk away with more than insight. They leave with a sharper lens, a smarter approach, and the ability to deliver experiences that feel effortless—but are anything but accidental.

HOSPITALITY

Backstage Pass

The Science Behind Hospitality that Rocks

Looking for a hospitality keynote speaker who delivers more than feel-good fluff? Dr. Melissa Hughes brings cutting-edge neuroscience to the stage with Backstage Pass: The Science Behind Hospitality That Rocks. This high-energy keynote decodes exactly what happens in the guest brain during every interaction. From the amygdala's split-second trust calculations to the dopamine-fueled moments that turn first-time visitors into lifelong loyalists, this session reveals the science behind unforgettable guest experiences.

Built for hotel and resort leaders, restaurant and bar owners, hospitality managers, and guest experience directors, Backstage Pass goes beyond traditional customer service training. Attendees discover how emotional contagion shapes team and guest dynamics, why the Peak-End Rule determines what guests remember and review, and how micro-moments compound into the kind of legendary service guests rave about online. Every concept is grounded in peer-reviewed research and translated into tools your team can apply on the very next shift.

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.

LEADERSHIP & CULTURE

Leadership Under Pressure

Build Teams That Think Smarter, Work Better, and Stay Longer

What if your culture wasn't just a reflection of your values—but a strategy for performance, retention, and innovation? In this powerful keynote, Dr. Hughes takes leaders inside the science of workplace culture—where neuroscience meets psychology to reveal what truly drives engagement, loyalty, and collaboration. Because when you understand how the brain responds to connection, trust, and purpose, you can design a workplace where people don't just show up—they step up. This session equips leaders with brain-friendly tools to hardwire alignment, reduce friction, and build cultures that consistently outperform and outlast the competition.

Focus: Organizational Culture and Team Dynamics

From Burnout to Buy-in

Brain-Based Strategies to Reignite Passion and Boost Performance

Motivation isn't about flashy incentives or fiery speeches. It's about how the brain is wired. When people understand why their work matters and feel a sense of ownership, they don't just show up, *they level up*. In this high-impact keynote, Dr. Hughes decodes the neuroscience of human motivation and shows leaders how to create conditions where people are naturally driven to do their best work. Backed by cognitive psychology and real-world leadership insight, this session reveals how to tap into the hidden motivators that drive effort, engagement, and excellence across every level of your organization.

Focus: Human Motivation and Employee Engagement

WOMEN IN LEADERSHIP

She is FIERCE

The Science of Bold, Brilliant, Unshakable Women

She is FIERCE is a rally cry and a roadmap for women ready to lead with more clarity, courage, and authenticity. In this powerful, science-backed keynote, Dr. Melissa Hughes empowers women to lead with clarity, courage, and authenticity. Through the lens of neuroscience and psychology, attendees will learn how to overcome self-doubt, harness their brain's natural strengths, and activate a fierce, focused leadership presence that drives real impact.

Attendees will discover how the brain is wired for connection, creativity, and strategic thinking, and how to harness those strengths while navigating bias, burnout, and self-doubt. This isn't about hustling harder. This keynote gives women the science, strategy, and spark to lead with unapologetic strength, unstoppable clarity, and the kind of presence that changes the room.

Perfect for:

- **Women's leadership events**
- **Executive retreats**
- **Female-focused conferences**

"Dr. 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!"

-Sally Brumfield, Level HER Up Co-Chair



Audiences across the country have experienced Dr. Melissa Hughes' dynamic blend of science, storytelling, and strategy. From national conferences to industry retreats, her keynotes leave leaders energized, equipped, and inspired to act.

Ready to ignite your next event?
Let's raise the bar. Book a keynote that blends science, strategy, and storytelling to spark lasting impact.



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