



# DR. MELISSA HUGHES

KEYNOTE SPEAKER | AUTHOR | HUMAN POTENTIAL ALCHEMIST

*Science meets Strategy for Success*

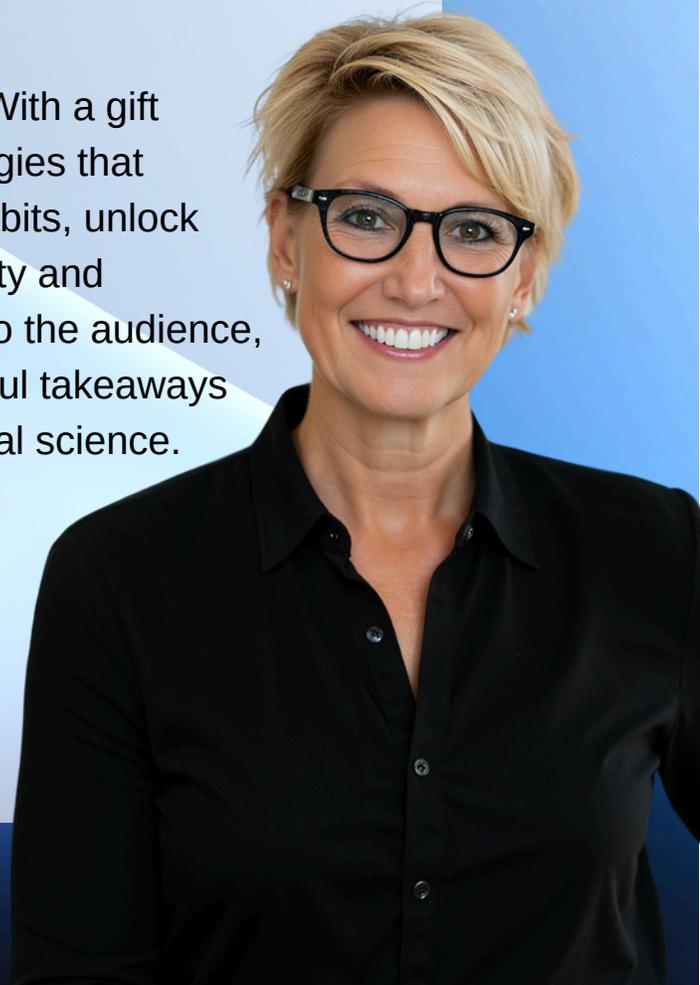
# About Melissa

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.



"I will admit that I didn't expect a 'neuroscience geek' to be engaging, informative, and funny. But after hearing Dr. Hughes speak at our annual conference, I was blown away! Her passion is infectious and she kicked off the conference with incredible energy. Her keynote was, by far, the best hour of the entire conference!

-Mary J. Jameson, Human Resources Director

# Testimonials

"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



# The NeuroService Advantage

In a world where service is standard, experience is what sets brands apart. Dr. Hughes delivers keynotes that fuse cutting-edge neuroscience with real-world psychology to reveal what truly drives customer satisfaction, emotional connection, and brand loyalty.

Whether you're in hospitality, retail, healthcare, finance, or any customer-facing industry, these keynotes go far beyond surface-level service. They are brain-changing experiences that teach your team to think like a customer—and serve like a pro.

## Hospitality Keynotes

### **Hardwired for Hospitality**

#### **Brain-Based Training in Exceptional Guest Experiences**

Exceptional service isn't just taught—it's trained into habits, behaviors, and emotional awareness. In this high-energy keynote, Dr. Melissa Hughes shares neuroscience-backed strategies to help hospitality teams deliver consistent, emotionally intelligent service that builds loyalty from the inside out. From the floor to the front desk, attendees will learn how to lead with intention, create connection, and elevate performance—without burnout.

***Focus: Team Performance & On-the-Ground Delivery***

### **Backstage Pass**

#### **The Science Behind Hospitality that Rocks**

WOW isn't luck—it's brain science. This keynote is about understanding the guest brain—how subconscious perception, first impressions, and emotional cues drive loyalty. It's ideal for leaders focused on experience strategy, guest journey mapping, and brand perception. From first contact to final goodbye, learn how to create guest journeys that are emotionally resonant and neurologically sticky.

***Focus: Guest Psychology & Experience Design***

# 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

### **Culture by Design**

#### **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**

### **The Motivation Code**

#### **What Science Really Says About Getting (and Staying) Driven**

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

CHOICE HOTELS  
**OWNERS**  
COUNCIL

 **CSRA**  
Council of State Restaurant Associations

**MLA**  
Multi-housing Laundry Association

LEVEL  
**HER**  
UP

F2F **EC**

**FLORIDA**  
**RESTAURANT**  
SHOW

  
Alaska**CHARR**  
STRENGTH THROUGH UNITY

**HDA**

 **globalpayments**



**EMPOWER**  
WOMEN'S SUMMIT 2024



**FLORIDA**  
**RESTAURANT &**  
**LODGING**  
ASSOCIATION

 **PROSPER**  
FORUM

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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