

# Meet Joey

Joey Aviles is passionate about helping leaders and organizations spark world-class cultures, communities, and teams.

Throughout his journey, he has delivered powerful keynotes and transformative corporate training to industry giants such as VISA, ULTA Beauty, LinkedIn, Zoom, Wawa, NASA, Pfizer, the FBI, Peace Corps, Blue Cross Blue Shield, and over a hundred other visionary organizations.

Off the stage, Joey has led groundbreaking initiatives as the first Chief of D&I for the world's largest Coast Guard and spearheaded innovative HR strategies as Director of Recruitment and Retention. His experience as Deputy Director of highly respected leadership programs in the defense sector has enabled him to support and equip thousands of professionals with the tools they need to thrive and lead effectively.

His purpose? To champion Collaboration, Culture, Connection, Leadership Development, and the creation of resilient, high-performing teams.

His motto? We are ALIVE—let's make it count.

Sparking moments to Lead, Live, and Lift.

**ALIVE, ALWAYS!**

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**Joey Avilés is more than a keynote speaker;** he's reshaping the way organizations level up culture, leadership, and human connection. Known for blending deep expertise with relatable storytelling, Joey guides leaders to harness the true power of culture and collaboration, enabling them to thrive in an ever-evolving business landscape.

As the first civilian Chief of Diversity and Inclusion in the history of the Coast Guard, the oldest military branch in the United States, Joey led a team of experts in reimagining inclusion strategies for an 88,000-strong organization. His pioneering work set a transformative blueprint, earning accolades as a LinkedIn Top Voice, the Civilian Service Commendation Medal, and being spotlighted as an Inclusion Innovator by SHRM.

**Architect of Change and Connection.** With an illustrious career spanning over 15 years, Joey has led groundbreaking initiatives as a Director of Recruitment and Retention, served as Deputy Director of renowned leadership programs impacting thousands of professionals in the defense sector, and is the former president of a 12,000+ member employee resource group. He has firsthand knowledge of building vibrant, engaged communities that drive organizational success.

**A Global Speaker Backed by Proven Frameworks.** Joey's ALIVE Method is more than theory—it is a call to action to equip leaders to foster awareness, belonging, well-being, and collaboration, embrace cultural intelligence, value productive conflict, nurture authentic connections, and elevate each other. His innovative strategies have sparked transformations in Fortune 500 companies and influential institutions, including Pfizer, Wawa, LinkedIn, Ferrara, Visa, Ulta Beauty, Dell Technologies, Blue Cross Blue Shield, and NASA.

**Accolades Rooted in Impact.** Joey is a TEDx speaker who has earned recognition as a LinkedIn Top Voice for Racial Equity and has been featured in The Washington Post, the Chicago Tribune, ABC, Wapa America, and Telemundo. His audiences laud him for blending thought leadership with actionable insight, often referring to his sessions as “transformative,” “life-changing,” and “energizing.”

**Behind the Titles: A Legacy of Impact.** As a Yale School of Management graduate in Fostering Inclusion and Diversity, a certified Professional Diversity Coach, and a Magna Cum Laude with a Bachelor of Science in Human Resources and Marketing, Joey has not only been at the forefront of talent management solutions but has also laid the foundation for what comes next: creating cultures that are ALIVE, Always.

Joey Aviles proudly hails from Puerto Rico, is a dad to a one-year-old named Teddy, husband to Michelle, a beginner runner—and legend has it, he once walked two miles to savor the best breakfast tacos in town.

Whether he's coaching C-suite leaders through complex challenges, headlining global conferences, or crafting solutions that turn culture aspirations into measurable growth, Joey brings passion, precision, and an unwavering commitment to elevating both people and businesses.