April Martini

KEYNOTE SPEAKER · THE TRUST SPECIALIST

LONG BIO

Under 300 words · For websites, press, and event materials



April Martini is a keynote speaker, TEDx speaker, and US Army veteran known as The Trust Specialist. Her message is simple: people trust leaders who see them.

April's childhood was unstable and chaotic. She moved between foster care, a neglectful mother, and an abusive, alcoholic father. She went from there to the Pentagon because one leader saw potential in her that others had overlooked. That moment changed the trajectory of her life, and it shapes everything she teaches.

She served in the US Army in Korea, at the Pentagon, and in Baghdad, where she learned that you get the real picture on the ground, from the people closest to the work. She then spent 18 years in corporate leadership in tech and manufacturing, leading customer-facing teams and learning firsthand what happens when leaders stop writing people off and start seeing what they're capable of.

Today April challenges leaders to Look Again™. Her signature keynote, Your People Aren't Checked Out. You've Checked Them Off., is a leadership wake-up call about the potential hiding in plain sight. Audiences leave with the Recon Method (Recon, Reframe, Recommit), a three-step practice they can use in their very next one-on-one. She is also the speaker behind the TEDx talk The Risk of Being Unknown.

April speaks to corporate leadership teams, executive retreats, manager development programs, and HR and people ops audiences.