



Deborah Rosado Shaw is a trusted advisor, strategist, and coach to some of the world's best companies and organizations seeking to win against the ever-growing complexity of culture, talent engagement, diversity, and leadership. Using a unique and reliable transformational approach to building high-performance teams and powering critical business objectives, Deborah has consistently produced game-changing outcomes in a career that has spanned being a successful entrepreneur, corporate leader, sales executive, civic activist, and author.

Before establishing the Rosado Shaw Group, LLC. in 2004, Deborah started, grew, and sold a multimillion-dollar international merchandising company with customers, which included Costco, Federated, Publix, Walmart, and The Walt Disney Company. Most recently, she was PepsiCo's SVP, Chief Global Diversity & Engagement, serving 260,000 associates in 200 countries and territories. She established what has been deemed "the most successful women's leadership initiative to date" and founded the company's Global Transformational Leadership Program, "successfully taking a company-wide conversation from one focused on inclusion to a broader dialogue about engagement of all employees with each other and with the world."

Deborah has traveled a long road from her early life in the nation's poorest congressional district in America where gangs ruled the street corners and everyday heat, hot water, and well-fitting shoes seemed a pipedream away. This trajectory has been featured in textbook case studies and multiple media outlets, including USA Today, Forbes, and the Oprah Winfrey Show. She has been recognized with numerous awards, including Fortune magazine's "50 Most Powerful Latinas in Corporate America," L...

Testimonials

“Deborah has the uncanny ability to open up a room and encourage true introspection and visioning... that ignited change across the company and broadened a larger conversation about the advancement of women...”

- Vice President, Talent Management, Dow Jones.

“What a powerful and moving story accompanied by real business acumen and grit. She hit the nail on the head and 1000 people gave her a standing ovation.”

- Regional Sales Representative, Essilor, USA.

Deborah Rosado Shaw

Speech Topics

- Women in Business
- Motivation
- Leadership
- Female Motivational
- Diversity
- Corporate Culture

