

◆ KEYNOTE SPEAKER · FOUNDER · OPERATOR

Erika Hanafin Austria

Built and Rebuilt.

Rebuild Everything That Matters.®



ERIKA HANAFIN AUSTRIA

NYC · 2026

Founder, MOMumental Moments® · Co-Founder, NeonID · Former CEO, HeyMama

--- THE KEYNOTE THEY CAN'T STOP TALKING ABOUT

"Everyone tells you to find yourself again. That's the wrong advice."

57K+ SUBSCRIBERS	33% OPEN RATE	5 ACQUISITIONS	\$20M+ IN DEALS	2x TOP 50 LEADERS	125K+ ESSAY VIEWS
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WHY BOOK ERIKA

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| <p>01
She Lived It. Didn't Study It.
5 acquisitions across her career. CEO through 2 of them. Pregnancy at 40. Divorce. Rebuilt the empire on the other side.</p> | <p>02
Proven Operator
\$20M+ in deals closed. Former CEO of HeyMama. 2x Top 50 Women Leaders in Virginia.</p> | <p>03
Built-in Audience
57,000+ Substack subscribers at 33% open rate. She promotes every stage she takes.</p> | <p>04
A Framework, Not a Story
Co-Founder of NeonID. Brings personality science to reinvention. Audiences leave with a tool.</p> |
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SIGNATURE TALKS

FIVE KEYNOTES · CUSTOMIZED PER STAGE

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| 01 | Everyone Tells You to Find Yourself Again. That's the Wrong Advice. | The keynote that reframes reinvention for women who've outgrown their first act. Why rebuilding beats rediscovering. |
| 02 | Built and Rebuilt: Leadership After Loss, Disruption, and Divorce | Five acquisitions across her career. A CEO exit. A pregnancy at 40. A divorce. The blueprint for leading when your life is under construction. |
| 03 | The Ambition Gap: What Happens When Mothers Stop Shrinking | A direct conversation about why ambitious women disappear after motherhood. And what it takes to come back bigger. |
| 04 | From Acquisition to Empire: What 5 Exits Taught Me About Building What Lasts | Startup strategy, acquisition mechanics, and why the best founders build for the rebuild. |
| 05 | The New Identity Stack: Personality Science and Women's Leadership | From her work co-founding NeonID: personality science as a tool for women reclaiming their professional identity. |

"Erika doesn't just speak about reinvention. She is the proof that it works. Our audience didn't just take notes. They took action."

--- HOST, WOMEN'S LEADERSHIP SUMMIT

AS SEEN IN

Fortune · AdWeek · WUSA9 · WDBJ7 · DC News Now · Fierce Lab

Book *Erika*

KEYNOTES · PANELS · FIRESIDE CHATS

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◆ AVAILABLE · Q3 / Q4 2026