

Book Tara to speak.

Tara Myshrall has delivered keynotes at Gartner’s Data & Analytics Summit, the WomenTech Global Conference, and enterprise and community stages globally. She doesn’t lecture. She gives frameworks leaders walk out and use.



You cannot access what you know from a dysregulated state.

Built by a woman who carried the number. Twenty-five years leading enterprise data and AI revenue teams: Regional Vice President at Talend and Qlik, with teams led at Dell, TIBCO and Information Builders. Every talk is receipts over theory, and every one ends with something the room can do on Monday.

The Missing Half

Feminine Leadership as a Performance System

Leadership and sales frameworks were built for one temperament and taught to everyone. Tara spent 25 years carrying enterprise quota inside those frameworks. This talk shows what performance looks like when you add the half they left out. It is a performance system with receipts, not a values talk.

BEST FOR Women-in-leadership summits, ERG and leadership conferences, CRO and CHRO offsites

The Quota Receipts

Sales Leadership and 25 Years of Carrying the Number

The sales-kickoff talk. \$24M ARR preserved through a live acquisition at 100% retention. 268% of quota in a restructure. What the number teaches about how women lead and sell. Receipts, not concepts about them.

BEST FOR Sales kickoffs, enablement summits, revenue leadership teams

The Coherence Advantage

Why Regulated Leaders Outperform

Strategy fails when the leader’s inner state is out of line with it. For executive and mixed-leadership audiences: a repeatable way to regulate under pressure, align identity with decisions, and lead teams that move without friction. Organizations are nervous systems.

BEST FOR Executive summits, leadership offsites, high-growth tech

Base Camp Is the Summit

Growth Through Fear, Doubt and a Finish Line That Moves

Tara was never trying to summit Everest. Base Camp was the goal, and she got there on two hikes of training and one sentence: one foot in front of the other. The same discipline carried \$24M in ARR through a live acquisition where the finish line moved weekly. Growth when the market shifts and the obstacles arrive anyway. Fear came with her the whole way. It never got a vote.

BEST FOR Company-wide events and conferences, teams in a hard stretch, women’s leadership and growth programs, retreats

HALF-DAY WORKSHOP

Terms: Negotiating the Structure You Stand On, Not Just the Number

The fifth pillar, taught as a working session. Runs standalone or inside the Elevated Cohort and Corporate License.

RECEIPTS, NOT THEORY

\$24M	ARR preserved through a live acquisition, at 100% customer retention
268%	of quota delivered while leading a team through a restructure
3×	public-sector business tripled under her leadership
25 yrs	enterprise data-stack revenue leadership, and it holds up against the peer-reviewed physiology

FORMATS & INVESTMENT

Keynote, 45–60 min	CA\$12K–\$20K
Half-day workshop	CA\$12K–\$20K
Leadership offsite	Quoted on scope
3-day retreat	Quoted on scope
In person or virtual. Corporate cohorts and licenses quoted separately.	

STAGES & RECOGNITION

Gartner Data & Analytics Summit · WomenTech Global Conference · WomenTech Network Speaker of the Year, Honorary Mention 2024 · LinkedIn Top Voice · Legacy Leadership Award, GlowUp Expo 2026 · Adjunct Professor, Conestoga College

The same five moves we teach here, our sister practice runs on entire enterprises.

