

Jacqueline Ruiz

Global Top Latina Keynote Speaker



**SPEAKER
KIT 2025**



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To some, Jacqueline is known as a “Dream Catcher,” to others, a “Visionary Strategist,” an “Expert Manifestor,” a “Lander of Dreams,” an “Inspirational Fairy Godmother,” but in reality, she is someone passionate about elevating others. Her entire life has been marked by the sense of urgency to serve. She understands that the way to abundance and magix (magic x 10) is through creating an emotional connection with others and help them achieve their dreams. If she is not running her two award-winning businesses, her two nonprofit organizations, jet setting the world to inspire audiences or flying her sports airplane, you will find her coming up with a unique product/idea to inspire others, writing in her precious journal or mentoring a young Latina.

Here are some her biggest accomplishments to date:

- Learned English at the age of 14.
- Learned German at the age of 16.
- Survived cancer at the age of 21 and 23.
- Graduated from the Stanford Latino Entrepreneurship Initiative.
- Became a licensed pilot, one of the few Latina sports airplane pilots in the US.
- Published 37 books at the age of 42.
- Created two award winning businesses starting at the age of 23.
- Became a millionaire at the age of 37.
- Spoke and presented her books in 4 continents.
- Completed 3 European tours.
- Invited to the New York Times, 3 times.
- Featured in some of the most exclusive media outlets, including 3 magazine covers.
- Created the largest collection of Latina stories in a book anthology series, “Today’s Inspired Latina.”
- Created the first-ever Latinas in Aviation Global Festival along with the first-ever book, magazine.
- Created two nonprofit organizations, one in the US and one in Mexico.
- Currently learning Japanese and working on her second pilot’s license.

If you are looking for a speaker with experience, business acumen and heart, Jacqueline is the right one.



"TAKING OFF IS OPTIONAL, LANDING ON YOUR DREAMS IS MANDATORY."

Jacqueline's diverse background of experience will bring the ideal combination of inspiration and practicality to your event. Here are some of the topics she shares with audiences around the world:

A Flight Plan for Success: A Proven 4-Step System to Land on Your Dreams

As one of the few Latina sports airplane pilots in the United States, Jacqueline understands first hand what it takes to take off and to land on a plane. She takes her knowledge and shares the parallels of aviation with audiences worldwide. Using stories, anecdotes and practical tools from the world of aviation, Jacqueline's keynote is packed with inspiration to land on your dreams. She will share the following:

- Pilot
- Aircraft
- Weather
- External Circumstances

Ideal for: Corporate ERGs, Entrepreneurial Organizations, Trade Associations.

Productivity: Achieving More with Less

Did you know that you can save 10 minutes per every one minute you plan? Jacqueline Ruiz takes us on a journey of her methodology of "zooming in vs zooming out" to achieve more with less time and resources. Her proven strategies have touched thousands of people and professionals worldwide looking to create a bigger impact. Her "Make it Happen" Journal is a tool that many Fortune 500 corporations rely on for their employees.

Ideal for: Corporate ERGs, Nonprofit Organizations, Membership-Based Organizations, Trade Associations.



The Golden Five Framework: Harnessing the Five Essential Types of Marketing for Success in the 21st Century

After more than 20 years in the marketing field, Jacqueline has encapsulated and packaged her experience from hundreds of marketing projects and campaigns into a simple methodology: *The Golden Five Framework*. This workshop-style presentation is ideal

Ideal for: Business Chambers, Membership-Based Organizations, Entrepreneur Organizations, Trade Associations.

Intellectual Property: The Way to Create a Legacy

Have you ever wondered what it takes to document, encapsulate and package your intellectual property as a way to create legacy in your chosen field? Have you thought it was difficult to create products and offerings that build your brand equity? Have you ever wanted to be known as a subject matter expert and gain recognition for it? This presentation will activate your senses to recognize golden nuggets from your achievements and turn them into tangible products. Start monetizing your knowledge today.

Ideal for: Entrepreneurs, Membership Organizations, Trade Association



“MAKE EVERY CONNECTION AN ENCOUNTER.”

Jacqueline Ruiz’s Journey

Jacqueline S. Ruiz is an internationally known, award-winning author, speaker, entrepreneur, pilot and publishing magnate. She is considered a Latina storytelling pioneer and a champion of aviation and youth.



Jacqueline immigrated to the U.S. from Mexico City at the age of 14 and learned English in months. After surviving cancer twice, Jacqueline has dedicated herself to serve others with a sense of urgency. She founded the award-winning public relations firm JJR Marketing in 2006, followed by a publishing company, Fig Factor Media, in 2014. Jacqueline has authored 37 books and published over 500 books for authors in 34 countries.

She has published the most extensive collection of Latina and women stories of adversity and inspiration over a several multi-volume series. Her anthologies include Today’s Inspired Leader, Latinas Rising Up in HR, Latinas in Construction, Latinas in Real Estate, Latinas in VC, Hispanic Stars Rising and many more.

Through the Fig Factor Foundation she established in 2024, she has mentored more than 250 young Latinas towards their dreams in the United States, Mexico, Panama, Belize and soon in Colombia.

Jacqueline is among the less than 1% of Latina pilots in the county and promotes the aviation industry for through her multi-volume anthology series, Latinas in Aviation. Jacqueline has partnered with two aviation museums to create permanent exhibits devoted to Latina aviators and has helped pioneer an aviation scholarship at the College of DuPage, her alma mater.

Jacqueline’s penchant for marketing has led to the creation of products and brands relevant to her work. These include the Magix Board Game, the “Amazing” coffee brand, Today’s Inspired Latina board game, and the #pilotina teddy bears, which have been distributed worldwide by the thousands. She has received more than 80 honors from universities and organizations for her entrepreneurship, business acumen, and elevation of women. She serves on several boards including World Leaders Forum, College of DuPage Alumni Executive Board, The Fig Factor Foundation and The Congressional Award.

When not at home with her husband and business partner, Juan Pablo Ruiz and her two children, Jacqueline travels the world giving countless keynote addresses and motivational talks to thousands of people every year.

JACQUELINE speaks to hundreds of audiences about marketing, servant leadership, finding your passion, and achieving success in business by creating a flight plan. She has addressed the United States Army, Airbus, BP International, United Airlines, Allstate, Northern Trust US + Europe and Farmers Insurance among other corporations to share her inspiration.



"You are capable of amazing things"



AWARDS

With over 80 awards for her business acumen, Jacqueline Ruiz knows it takes to win and share the impact with others. Driven to make a difference, Jacqueline knows that awards are a confirmation that she is on the right track to elevate others.

Here are some of the most recent awards:

- Mujeres Brillantes Madame Chair Award by Prospanica National - 2025
- Leadership Award
- Issued by Latino Coalition Against Domestic & Sexual Violence Inc. · Jun 2025
- Finalist of Illinois Community College Trustees Association 2025 Awards
- Issued by Illinois Community College Trustees Association · Apr 2025
- 2021 Enterprising Woman of the Year Winner Issued by Enterprising Women Magazine · Apr 2021
- Dot.COMM Platinum and Gold Awards 2022
- Young Entrepreneur of the Year” by NAWBO Chicago
- “Entrepreneur of the Year” in the 1M+ category Enterprising Women Magazine
- Woman of Distinction Award by Kane County Magazine
- Best under 40 by Suburban Life
- Unsung Hero Award by City of Aurora, IL
- Influential Women in Business Award by The Daily Herald Business Ledger
- EL (Emerging Leader) Award by Chicago Association of Direct Marketing (CADM)
- Entrepreneurial Excellence Award (EEA) by Daily Herald Business Ledger
- Latina Entrepreneur of the Year finalist by Chicago Latino Network
- Recognition for Outstanding Contribution Award by the Sheilah A Doyle Foundation
- Highest Human Relations Award by Dale Carnegie
- 3 B2B Integrated Marketing Awards by Chicago Association of Direct Marketing (CADM)
- 2 Golden Trumpet Awards by the Publicity Club of Chicago
- Entrepreneurial Excellence Award in the “Young Entrepreneur” Category by Daily Herald Business Publications



JACKIE'S BOOKS



Let's Soar with Knowledge and Inspiration



INTERNATIONAL TOUR 2025



#PILOTINA

INTERNATIONAL TOUR 2025



1 New York-March	6 Medellin, Colombia-May	11 Puerto Rico-August	16 Maryland-September
2 San Antonio, TX-March	7 Malibu-July	12 Maryland-September	17 Chicago-Sep/Oct
3 San Francisco, TX-March	8 Los Angeles-July	13 Los Angeles-September	18 New York-October
4 Chicago-April	9 Chicago-August	14 Kansas-September	19 Massachusetts-Nov
5 Japan-April/May	10 Houston-August	15 Washington DC- Sep	

JACQUELINESRUIZ.COM



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Contact

CONTACT

Experience the compassionate style of motivational speaker, Jacqueline Ruiz. Jackie is an author, successful entrepreneur and highly sought after speaker who uses passion and a straight forward approach to connect to any audience. Jackie is currently booking speaking engagements for 2025.

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