

# Michelle Poler



After a decade of delivering over 600 keynote presentations, I've noticed that people don't see me on stage... they see themselves. Not their current selves, but their most accomplished selves, their bravest selves, their future selves.

Crazy, right? I show them what could happen if ONLY they had the courage to say YES to new opportunities, to embrace change, to trust their bold ideas, to take risks aligned to their values and give themselves (their REAL selves) a chance.

In 2015 I chose to change my life by moving to new york, doing my master's in Branding and committing to facing 100 of my fears. That project went viral becoming a global movement and impacting millions along the way. I decided to go from "autopilot" to living fully, from perceiving challenges as obstacles, to seeing the OPPORTUNITIES behind them, and from being one more, to -doubling down on myself- and becoming one of a kind.

That's how I realized that:

- the **courage** to accomplish my wildest dreams
- the **confidence** to show my real self
- and the **abundance mindset** to lead a team and build a **community**

are the fundamental pillars of becoming IRREPLACEABLE.

*Irreplaceable people, leaders, companies.*

## Official Bio

### About Michelle Poler

#### The Courage to Become Irreplaceable™

Michelle Poler is a Venezuelan-born entrepreneur, brand and community strategist, published author, and keynote speaker.

Her career skyrocketed after launching the “100 Days Without Fear” viral project, which led to the founding of the Hello Fears brand, and evolved into **a global movement that inspired over 70 million individuals to choose growth over comfort** in life and at work.

After tapping into the full potential of her personal brand and building a robust community around it, Michelle now helps leaders, and companies become **Irreplaceable™**, through powerful keynotes and workshops\*.

She realized that her leadership style makes people feel seen, heard and valued. To further this mission, she conducted a national research study exploring how abundant leadership fosters community at work while **positively impacting employee confidence, performance and loyalty.**

In addition, Michelle founded **Créetelo™** (Believe It) , **a global membership community** for thousands of Hispanic

founders, which hosts an annual leadership summit, CréeteloCon™.

Michelle is the **published author** of *Hello, Fears: Crush Your Comfort Zone and Become Who You're Meant to Be*, which has been translated into multiple languages and distributed across four continents and the **Audible Original: 21 Days to Believe in Yourself.**

**She has spoken at over 600 industry-leading organizations**, including The Global Leadership Summit, Google, P&G, ESPN, TEDx, Netflix, Microsoft, Meta, General Mills, YUM! Brands, **and her work has been featured on** The TODAY Show, Forbes, CBS, FOX, CNN, BuzzFeed, The Huffington Post, Telemundo, Refinery29, and other relevant media outlets.

Michelle holds a master's degree in Branding from the **School of Visual Arts in New York City**, and worked as Art Director at Y&R for brands like Hershey's, Wendy's, AT&T, and Revlon.

When she's not speaking or traveling, Michelle enjoys drinking matcha at home in Miami and **living life to the fullest** with her husband (and business partner) Adam, and their children, Noah and Arielle.



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### **How do I help individuals become irreplaceable?**

Through a 3-part framework to build self-confidence and a personal brand that drives innovation, sparks ownership, and creates authentic leaders who add exponential value to any team.

This isn't about becoming someone else. It's about recognizing and leveraging what already makes you unique—then having the confidence to show it.

### **How do I help companies become irreplaceable?**

By helping leadership foster an environment of belonging where people feel seen, valued, and part of something bigger than themselves.

When employees feel this level of connection, they don't just show up—they contribute with confidence, stay with loyalty, and perform at their highest level.