

Shirin Behzadi

NATIONAL BEST-SELLING AUTHOR • SPEAKER • INVESTOR •
GAS STATION CASHIER TURNED BILLION-DOLLAR CEO



“Shirin’s ability to make the complex simple, ask the tough questions, and prioritize what truly matters have been significant benefits for us. Her approach to cultivating an authentic vision has been helpful in aligning our leadership and driving sustainable growth. And her emphasis on resilience and strategic foresight has strengthened our capacity to thrive in both good times and adversity.”

- ALLEN BALER, CEO OF 4PATRIOTS

SHIRIN IS A KEYNOTE SPEAKER, INVESTOR, ADVISOR AND ENTREPRENEURIAL CEO. BORN IN IRAN AS THE YOUNGEST OF FIVE TO SELF-MADE PARENTS, SHE EMBODIES THE SUPERPOWERS OF RESILIENCE AND SELF-RELIANCE. AFTER FLEEING THE IRANIAN REVOLUTION AT 17, SHE REBUILT HER LIFE IN THE U.S., WORKING HER WAY THROUGH COLLEGE AS A GAS STATION CASHIER AND EVENTUALLY FOUNDED AND LED A BILLION-DOLLAR COMPANY FEATURED ON THE COVER OF FORBES. ALONG THE WAY, SHE OVERCAME EXTRAORDINARY CHALLENGES, INCLUDING SURVIVING A BRAIN TUMOR THAT FORCED HER TO RELEARN HOW TO WALK. NOW, AFTER SELLING HER COMPANY, SHIRIN IS DEDICATED TO INSPIRING HIGH-ACHIEVING ENTREPRENEURS AND EXECUTIVES TO EMBRACE RESILIENCE AND SELF-RELIANCE, TURNING ADVERSITY INTO OPPORTUNITY. HER MISSION IS SIMPLE: TO HELP EACH OTHERS DREAM BOLDLY, LEAD COURAGEOUSLY, AND THRIVE THROUGH LIFE’S TOUGHEST MOMENTS.

Signature Keynotes

BECAUSE YOU CAN: FROM GAS STATION CASHIER TO BILLION-DOLLAR CEO LAR CEO

“Because you can” is more than a 3-word phrase. It’s a call to lead with conviction, cross boundaries other avoid, and act with courage despite obstacles, and through her story of resilience and bold action, Shirin shares the principles she lived that offer a roadmap to build, grow, and create... simply because you can.

THE SUPERPOWER OF ADVERSITY: HOW TO DREAM, BUILD AND LEAD FOR TOMORROW

Adversity is the ultimate accelerator, where each setback becomes a launchpad for reinvention and growth, forging our leadership edge in high-pressure moments, carving fresh paths no one has dared to walk, and revealing what Shirin calls “the unexpected superpower of adversity.”

AS SEEN IN:



Entrepreneur

Bloomberg

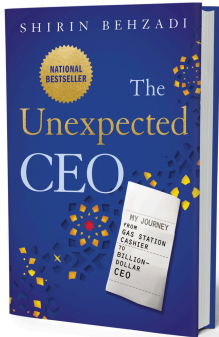
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National Best-selling Author



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“ Shirin’s leadership journey—from bulletproof glass to the boardroom—shows that deeply empathic, values-driven leadership isn’t just possible, it’s profitable. Her focus on trust, culture, integrity, and people development isn’t a detour from performance—it’s the path to it. For current and aspiring leaders, Shirin challenges outdated models of power and sets a new, more humane standard—one that today’s workforce demands and future generations will expect by default.

— TAL GOLDHAMER, FORMER CHIEF LEARNING OFFICER, EY AMERICAS

Podcast Appearances



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In The Media

Entrepreneur

She Moved to the U.S. at 17 and Worked at a Gas Station — Then Became CEO of a \$1 Billion Brand

Shirin Behzadi's journey from a war-torn childhood to the C-suite is a masterclass in resilience.

How An Iranian Runaway Rose To Top Of A Home Franchise Company



7 Best-Seller

The Unexpected CEO: My Journey from Gas Station Cashier to Billion-Dollar CEO

Forbes

From Gas Station Cashier To CEO: Lessons In Leading By Listening



2026 SPEAKER REEL

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