

David Suson

KEYNOTE SPEAKER · AUTHOR · HUMAN CONNECTION STRATEGIST

Speaker bios for event programs, introductions, and promotional use. Short, medium, and long versions below.

SHORT BIO

David Suson is a keynote speaker, author, and human connection strategist who helps leaders and teams see what they've been missing so they can communicate more clearly, lead more intentionally, and perform at a higher level under pressure.

A former IBM sales leader and top 1% performer, David has spent more than 25 years working with organizations and studying what separates top performers, trusted leaders, and connected teams from everyone else. After interviewing more than 3,000 top performers, he identified the subtle shifts in perception, communication, and behavior that create stronger relationships, greater accountability, and more consistent results.

David is the author of the Amazon bestselling book *Real Leadership, Real Results* and is known for delivering practical, memorable insights audiences can immediately use to lead, connect, and perform better.

MEDIUM BIO

David Suson is a keynote speaker, author, and human connection strategist who helps leaders and teams see what they've been missing so they can communicate more clearly, lead more intentionally, and perform at a higher level under pressure.

His work is built around a simple but powerful idea: what's in the way becomes the way. The conflict, pressure, frustration, or resistance people face is often the very thing that reveals what needs to shift.

David learned this early in life. After losing his father at age 12, he watched his mother take over the family business, raise three children, and model the question that would later become central to his work: "How can I?" That question shaped the way David thinks about leadership, resilience, empathy, and human potential.

A former IBM sales leader and top 1% performer, David built his career by doing what great leaders and communicators do best: simplifying complexity, listening deeply, solving real problems, and helping people see a better path forward. Over the past 25+ years, he has worked with organizations across industries and interviewed more than 3,000 top performers to uncover the subtle shifts that drive trust, accountability, communication, and consistent performance.

David is the author of the Amazon bestselling book *Real Leadership, Real Results* and has delivered more than 2,000 presentations to audiences across all 50 states and internationally. Known for blending story, humor, behavioral insight, and practical tools, he helps audiences create immediate

breakthroughs in how they lead, connect, and perform.

LONG BIO

David Suson is a keynote speaker, author, and human connection strategist who helps leaders and teams see what they've been missing so they can communicate more clearly, lead more intentionally, and perform at a higher level under pressure.

His work is built around a simple but powerful idea:

What's in the way becomes the way.

The conflict is often the clue. The pressure often reveals the pattern. The frustration often points to the conversation that needs to happen. And the person we are struggling with may be the person who teaches us the most about how we lead, listen, and connect.

David's perspective was shaped early in life. When he was 12 years old, his father died of pancreatic cancer. His mother was left with three children, a business she had never run, medical bills, business debt, and no easy path forward. Instead of walking away, she took over the family business, learned what she needed to learn, and worked from early morning until night to keep the family moving forward.

From her, David learned one of the most important questions of his life: "How can I?" How can I learn this? How can I get through this? How can I help? How can I see this differently? That question became a foundation for David's work with leaders, teams, and organizations.

Years later, David discovered another life-changing lesson: people do not change simply because they are given more information. They change when they see differently. As a teenager, he went from struggling with reading and memorization to learning how to learn, dramatically improving his comprehension, speed, and confidence. That experience sparked a lifelong fascination with how people think, learn, shift beliefs, and unlock potential.

With a degree in Electrical and Computer Engineering, David began his career at IBM and went on to become a top 1% sales performer and sales leader in the technology industry. His success did not come from pressure, scripts, or manipulation. It came from understanding people. David learned to simplify complex ideas, listen for what mattered, solve real problems, and do the right thing for the customer.

As he moved into leadership, coaching, and speaking, David became increasingly focused on a deeper question: why do smart, capable people often fail to do what they already know they should do? That question became the through-line of his work.

Over the past 25+ years, David has worked with organizations across industries and interviewed more than 3,000 top performers to uncover what separates trusted leaders, effective communicators, high-performing teams, and resilient cultures from everyone else. What he found is that many leadership and performance problems are really perception problems. People miss what matters.

They react from fear, pressure, ego, habit, or old assumptions. They talk past each other. They protect their identity instead of seeking understanding. They try to fix people before they understand people.

David helps audiences spot those hidden patterns, shift the way they see themselves and others, and spark better conversations, stronger relationships, greater accountability, and more consistent results.

He is the author of the Amazon bestselling book *Real Leadership, Real Results* and has delivered more than 2,000 presentations to audiences across all 50 states and internationally. His programs blend story, humor, behavioral insight, and practical tools audiences can immediately apply in real conversations, real leadership moments, and real workplace challenges.

David is known for creating the kind of “aha” moments that help people recognize themselves without feeling judged. His work is relatable, practical, and deeply human because it connects leadership and performance to what is happening beneath the surface: perception, belief, identity, empathy, trust, and connection.

His goal is simple: help people see differently so they can lead, communicate, and perform differently. Because when perception changes, behavior changes. And when behavior changes, relationships, performance, trust, and culture change with it.