

# JOCELYN GREENKY, MBA

BUSINESS TRANSFORMATION EXPERT

AWARD—WINNING AUTHOR · KEYNOTE SPEAKER

**All In Isn't Just a Motto—It's My Method**



## MEDIA KIT

2025-2026



# About JOCELYN

BUSINESSTRANSFORMATIONEXPERT



**Jocelyn Greenky Underwood** is a renowned keynote speaker, expert, author and business and career strategist with a lifetime of experience in tackling complex business challenges. Known as a professional business “fixer”, she specializes in revitalizing and launching companies, earning the trust of both family-owned and small businesses as well as global CEOs. With a career spanning over 40 years, Jocelyn has worked with Fortune 500 companies, mid-sized businesses, and startups, and her expertise extends to her roles as an Adjunct Professor and published author. Her award winning notable book, ***The Big Sister’s Guide to the World of Work: The Inside Rules Every Working Girl Must Know***, has garnered worldwide recognition, and her insights have been featured on CNBC, FOX, CNN, and in prominent publications like *The New York Times*, *USA Today*, and the *Washington Post* among many others and her upcoming book, ***All In: Reclaim Your Reputation, Transform Your Life***, explores the critical link between personal reputation and business transformation.

Born and raised in Buffalo, NY, Jocelyn grew up in a large family, attended a Jesuit high school and spent her summers on a Mennonite farm in Canada named Sider Road, the multi- generational home of her family’s beloved housekeeper, Emma. There she learned core values that would form the basis of her unique approach to life and business: graciousness, patience, appropriateness, kindness, inclusivity, strong moral fiber and an extraordinary work ethic.

...her frank, authentic manner and humor invite a level of engagement that creates an environment conducive to open, non-defensive communication and increased success.

DIVERSE BACKGROUND





# JOCELYN

BUSINESSTRANSFORMATIONEXPERT

With a deep understanding of issues that employees and organizations face, her frank, authentic manner and humor invite a level of engagement that creates an environment conducive to open, non-defensive communication and increased success and team morale. She has been a columnist for *Gotham* and *Hamptons Magazines* and *The Huffington Post* and is a highly sought-after speaker for leading corporations and universities, including Viacom, Kraft, General Foods, NYU, Syracuse, Drexel, Villanova, and Columbia.

...renowned keynote speaker, expert, author and business and career strategist with a lifetime of experience in tackling complex business challenges.

Jocelyn's diverse background includes serving as the Digital Global Editorial Director at Hachette Filipacchi, where she managed prestigious titles such as *ELLE*, *Car and Driver*, *Road & Track*, *Eating Well*, *Women's Day* and 20+ other titles. She led Broadcasting and Event Marketing for Wenner Media, overseeing the brands *Rolling Stone* and *Men's Journal*, and worked as an event manager for Philip Morris with brands including *Virginia Slims*, *Marlboro* and *Cartier*. Additionally, Jocelyn has served as COO of *Colin Cowie Lifestyle*, CEO of *BriteBean Technology*, CEO of *Ortho Marketing* and as a consultant to *Material Bank*, *Wall St. Journal*, *HBO*, *iNDEMAND* among many others.

She holds an MBA in Organizational Leadership (with distinction) and a B.S. from Syracuse University. Jocelyn was honored with the first grant awarded to an adjunct business school professor and woman in the master's business program to research psychological safety in the global workplace.

# Signature KEYNOTES

1

## **Generational Dynamics Boot Camp: Generation Clash or Collaboration? Mastering the 5-Gen Workplace (6 including the military)**

Result: Boost productivity through multi-generational workflows.

2

## **Your Business Reputation: Manage it—or others will manage it for you.**

Result: Secure credibility, visibility, and influence before someone else defines you.

3

## **Charisma: Charisma Isn't Magic—It's Strategy: How to Own the Room and Win Trust Fast**

Result: Project confidence, warmth, and credibility in any setting.

4

## **Leading with Innovation, creativity and invention**

Result: Recognizing the subtle nuances from your team will make your division or company THRIVE to unexpected growth.

5

## **Negotiation: Win the Deal Without Losing the Relationship**

Result: Close deals faster, influence outcomes, and preserve long-term trust at the table.

6

## **Emotional Intelligence: The Key to Professional and Personal Success**

Result: Discover the benefits of “Mindful Leadership” to revenue growth.

7

## **Core of Commonality: The Hidden Glue That Connects Us at Work**

Result: Uncover shared values and experiences to bridge workplace divides

8

## **Tell Me About Yourself: A Pitch Yourself Guide**

Result: Learn the recipe and get yourself through the door, the job or close the deal.

9

## **The Family Dynamic Advantage: Turning Conflict Into Collaboration**

Result: Transform power struggles and generational clashes into stronger business and family bonds.

10

## **Change Management: Change Without Chaos**

Result: Build trust and credibility during periods of change.



## **5 GENERATIONS AT WORK**

### **Boomers vs. Zoomers?**

Flip the script and turn culture clashes into cash flow.



## **EMOTIONAL INTELLIGENCE**

**Unleash Your Superpower**  
How Dialing Up Your EQ Lets  
You Run The Game



## **EMPLOYEE ENGAGEMENT**

**Only 33% of US employees** are engaged at work, while **16% are actively disengaged.**

This indicates a need for employers to focus on strategies to boost engagement and job satisfaction.

## **SAMPLE SPEAKING ENGAGEMENTS**

NYU, Columbia University, Promax DBA, Kraft General Foods, Exit Planning Institute, Syracuse University, packed crowd at Drexel University, Adobe, Barnes & Noble, Engel & Vokers, Magento



## BUSINESS REPUTATION EXCELLENCE

**Positive reputations can increase earning potential by 10-20%** (LinkedIn)

**Executives with strong personal reputations add 6-7% to company value.**

**69% of HR professionals** say a candidate's reputation **significantly impact hiring decisions** (CareerBuilder).

**75% of hiring managers** check a candidate's online reputation before making a hiring decision (CareerBuilder).

**70% of employers** say they have rejected candidates due to a poor online reputation (Harris Poll).

**84% of people trust recommendations from individuals over brands** (Nielsen).

**People with strong reputations are 3x more likely** to be approached for leadership roles (Harvard Business Review).

**People with well-known, positive reputations receive 50% more business referrals** than those without a strong reputation (Forbes).

# MISSION STATEMENT

At **Sider Road**, we blend core values with innovative, forward-thinking strategies to drive sustainable efficiency and growth. Founded by renowned CEO Jocelyn Greenky Underwood, our mission is grounded in timeless wisdom and emotional intelligence. We are dedicated to creating extraordinary environments where both people and projects can thrive. Leading by example, we empower our clients to embrace integrity, empathy, and confidence in their leadership.

We harness the power of interconnectedness and teach leaders how to design inclusive processes that combine compassionate communication with resilience and a results-oriented, collaborative mindset.

# VISION STATEMENT

Our culture is built on generosity, gratitude, and a commitment to gracious etiquette, while also encouraging enthusiasm, independent thinking and a bold, "all in" work ethic. We believe that businesses of all sizes benefit most when they consistently apply their unique values to every interaction and decision. Through experience, we've learned that meaningful, lasting change comes from preparation, continuous learning, mindfulness, and patience.

At Sider Road, we know that courage, grit, and a caring conviction create the foundation for a thriving workplace and successful business. Your vision is our mission, and your success is our greatest reward.



## YOUR VISION OUR MISSION

100+ family businesses transformed with over \$300M revenue generated.

# THE BIG SISTER'S

GUIDE TO THE WORLD OF WORK



THE INSIDE RULES EVERY  
WORKING GIRL MUST KNOW

JOCelyn GREENKY HERZ  
+ MARCELLE DiFALCO

AS SEEN IN:

The  
New York  
Times

HOUSTON  
CHRONICLE

SELF  
MAGAZINE

USA  
TODAY

abc

THE  
WALL STREET  
JOURNAL

SUNSENTINEL

The  
Washington  
Post

FOX

FASTCOMPANY

CNN

# THE BOOK

THE BIG SISTER'S GUIDE  
TO THE WORLD OF WORK

- Sold in 13 countries and received a Starred Review from *Publishers Weekly*
- Featured with positive reviews in 30+ media outlets

Navigating the treacherous waters of office politics and corporate culture is an inescapable challenge that frustrates professionals across all industries. We spend a staggering 90,000 hours of our lives dedicated to our careers, yet our education system fails to arm us with the crucial tools of effective communication, performance optimization, and political savvy needed to thrive in the workplace.

Determined to fill this gaping void, I embarked on a mission to create the ultimate survival guide for both wide-eyed newbies and seasoned veterans still struggling to find their footing. Born from my own trials, triumphs, and tireless research, *The Big Sister's Guide to the World of Work* emerged as a beacon of insight and empowerment.

Its enduring impact stands as a testament to the transformative power of passion, perseverance, and the unwavering belief that any obstacle can be overcome with the right knowledge and mindset.

With no prior book publishing experience, I fearlessly sought out mentors, collaborators, and industry insiders, and wrote a book proposal which was bought in the first week it was on the market. The journey from dream to reality was an exhilarating 18-month odyssey of discovery and determination that culminated in a groundbreaking three-book deal with *Simon & Schuster*.

The resulting work has struck a resounding chord with readers around the globe, becoming an indispensable companion for countless professionals navigating the complex tapestry of modern work life. Its enduring impact stands as a testament to the transformative power of passion, perseverance, and the unwavering belief that any obstacle can be overcome with the right knowledge and mindset.

FEATURED IN





TRANSFORM YOUR BUSINESS — CHANGE YOUR LIFE  
CUT THE CHAOS. SOLVE BIG OR SMALL PROBLEMS.  
YOU CAN BREATHE



## BUSINESS TRANSFORMATION COUNSEL

### YOUR TRANSFORMATION STARTS HERE AND NOW

- No excuses. No sugarcoating. Just the hard-hitting truth and strategic guidance you need to take you and / or your business to the next level. Are you ready to face reality and make the bold moves necessary? Let's get to work.
- Unleash the power of Jocelyn's authentic, game-changing, values-based approach. With 40+ years of top-tier corporate leadership, she combines wisdom, wit, and no-nonsense insight to uncover your pain points fast.
- An MBA, adjunct professor, and seasoned strategist, she delivers potent solutions that drive explosive, enduring results.
- Dig in deep and fast—get a fresh, unfiltered perspective you may have never considered.



## WHO IS OFFICE HOURS FOR?

**Established leaders who sense something is off** – you *know* there's a problem, let's find it—before it costs you.

**Business owners preparing for sale or transformation** – Maximize value, clean up operations and exit on your terms.

**Multi-generational family businesses** – Balance profit, legacy, and relationships without losing what matters most.

**High-achieving professionals & executives** – One misstep can ruin everything. Sharpen your leadership, fortify your reputation, and future-proof your career.

**Visionary startups** – Build a **scalable, sustainable** business that doesn't crumble under pressure.

**These sessions aren't for the faint of heart.** They're for decision-makers who want **real results, real fast.**



JOCELYN GREENKY, MBA

## Speaking Fees:

Transformation isn't cheap — but neither is failure.

- On Stage – From \$15,000
- On Screen – From \$7,500
- In the Trenches – From \$350/hr
- Labs & Masterminds – On request

# CHANGE YOUR BUSINESS CHANGE YOUR LIFE

If you're seeking a straight-talking voice for your next headline or broadcast, look no further than Jocelyn Greenky. With a frank style that's jolted global corporations into transformative action, Jocelyn tackles everything from cross-generational dynamics to operational pitfalls—no sugarcoating, just results. She's a quick-witted, all-in power woman with actionable insights, making her a must-have source for interviews, op-eds, and panel discussions.

Craving deeper connections and big-name access? Jocelyn's elite network is unparalleled, and earning her trust can open doors to top-tier decision-makers.

She also brings expert guidance for family-owned businesses, navigating high-stakes dynamics with surgical precision. When you want an authority who cuts through the noise, Jocelyn's the truth-teller guaranteed to captivate audiences and deliver game-changing commentary.

CONTACT JOCELYN

[info@SiderRoad.com](mailto:info@SiderRoad.com)

[www.SiderRoad.com](http://www.SiderRoad.com)

[www.SiderRoad.com/Office-Hours/](http://www.SiderRoad.com/Office-Hours/)