Diana Maldonado

THOUGHT LEADERSHIP | SPEAKER | FOUNDER | FORMER TEXAS STATE REPRESENTATIVE | BEST-SELLING AUTHOR

SPEAKER BIO

Diana Maldonado is a former Texas State Representative, entrepreneur, executive leader, and best-selling author of The Unlikely Candidate: Breaking Barriers to Elected Office and Beyond. She is the Founder & CEO of Candidate School, a national leadership development platform that helps women and first-time candidates explore, run for, win, govern, and remain in elected office.

Her career spans public service, business, finance, nonprofit leadership, and civic engagement. As the first Latina elected to represent Williamson County's House District 52, she authored or co-authored 88 bills and helped secure nearly $27 million for education, infrastructure, and workforce development. She later served as CEO of the Greater Austin Hispanic Chamber of Commerce and as Interim Executive Director of Jolt Initiative.

Drawing from public office, entrepreneurship, leadership development, global travel, and marathon running, Diana speaks about leadership, readiness, voice, impact, and what it takes to step forward before you feel completely ready.



SIGNATURE SPEAKING TOPICS

Stories that move people. Lessons they can use.

- **The Unlikely Candidate**
  When leadership finds you before you feel ready.
- **The Next Ten Steps**
  Leading when you cannot see the finish line.
- **The Voices Outside Your Head**
  Why leaders and entrepreneurs need a circle of wisdom.
- **What Girls Know About Leadership That Women Forget**
  Reclaiming agency, courage, ambition, and the willingness to be seen.
- **Beyond Winning**
  Preparing to lead after the campaign and beyond the title.
- **Leadership Is an Endurance Sport**
  Pacing, adaptability, recovery, and the long game of leadership.



"You do not need the whole path figured out. You need the courage to take the next ten steps."

LEADERSHIP | READINESS
VOICE | IMPACT

WAYS TO ENGAGE DIANA

Bring Diana to your audience

Speaking engagements are tailored for business, leadership, civic, association, university, and candidate-development audiences. Fees reflect scope, customization, and audience access — not minutes on stage.

SIGNATURE ENGAGEMENT — **$3,500**

One powerful speaking moment

For luncheons, evening programs, conferences, associations, and leadership events. Includes a tailored talk, planning call, and optional audience Q&A.

FEATURED SPEAKER — **$6,500**

Deeper event integration

For larger conferences, universities, leadership summits, and statewide associations. Includes a customized talk plus a moderated conversation, extended Q&A, reception, or event media.

PREMIER THOUGHT LEADERSHIP — **$10,000**

Multiple high-value touchpoints

For national conferences and major convenings. Includes a featured talk, second audience touchpoint, strategy session, and VIP or sponsor engagement.

CURRENT WORK

Founder & CEO, Candidate School

Building a national leadership pipeline for women and first-time candidates, from exploring a run to campaigning, governing, and long-term public leadership.

BOOKING & CONTACT

Diana Maldonado

EMAIL	dm@dianamaldonado.com
PHONE	512-423-7227
WEBSITE	www.dianamaldonado.com
CANDIDATE SCHOOL	www.candidateschool.info
LINKEDIN	linkedin.com/in/diana-maldonado