

SPEAKER INFORMATION KIT

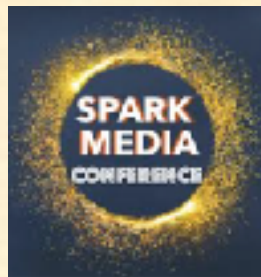
Athena Dean Holtz

Resilience Expert | Discernment Strategist
Servant Leadership Advocate | Publishing Pioneer

*Empowering the body of Christ to lead with
humility, persevere with courage, steward
words with excellence, and discern truth in
a world of deception.*



CORPORATE / NON-PROFIT MEETINGS
ASSOCIATION CONFERENCES
EDUCATIONAL SEMINARS
VIRTUAL OR LIVE PRESENTATIONS





Athena Dean Holtz is a publishing pioneer, speaker, and servant-leadership mentor with more than forty years of experience in ministry, nonprofit leadership, and Christian publishing. She founded Redemption Press, recognized as a Best Christian Workplace three years running, and has authored multiple books including the forthcoming *No Longer Hidden: You Cannot Resist What You Do Not Recognize*. Former Radio Host known for her transparency and hard-won wisdom, Athena equips leaders to turn adversity into Kingdom impact and to discern the enemy's tactics in both ministry and marketplace settings.



Signature Programs

- **Servant Leadership That Stands Apart**

Leading with humility and strength in a culture of self-promotion.

- **Eyes to See, Power to Stand**

Helping leaders discern and resist the enemy's schemes with biblical confidence.

- **Guarding the Flock: Discerning and Defeating Deception**

Helping leaders recognize and confront false doctrine and New Age influence before it undermines their mission.

- **Winning with Virtual Teams**

Proven practices for building unity, accountability, and spiritual health in remote teams.



"Athena Dean Holtz brings a rare combination of biblical wisdom and practical leadership expertise that transforms how we can approach both ministry and marketplace challenges. Her ability to weave together servant leadership principles with real-life applications creates a challenge that is both spiritually enriching and immediately actionable. As a publishing pioneer and resilience expert, she delivers insights that help leaders navigate complexity with courage and discernment. Organizations seeking to build a Christ-centered leadership culture will benefit greatly by Athena's practical, inspiring, and thought-provoking presentations."

Carol Kent, Founder & Executive Director of Speak Up Ministries | Speaker & Author of *Speak Up with Confidence* and *Becoming a Woman of Influence*



"I've had the privilege of seeing Athena in action both in person and virtually, and she's the real deal. She is a true champion of women speakers and writers, consistently living out the values she teaches. Her humility and honesty make her leadership even more powerful. Any organization that brings her in will walk away motivated and equipped to lead with authenticity and courage."

Christina Custodio, Author | Blogger | Speaker



"Athena Dean Holtz is a powerhouse of truth, tenderness, and Holy Spirit-led wisdom. She's both informative and deeply engaging—sharing from the heart, trusting God every step, and leaving her audience feeling seen, challenged, and inspired. If you want a speaker who brings real impact and lasting value, Athena delivers every time."

– Mary R. Snyder, Professional Speaker Coach |
Storytelling Expert | Live Event & Tour Producer



"As the Director of the Spark Media Conferences, I had the privilege of booking Athena Dean Holtz as a keynote speaker. I highly recommend Athena as a keynote speaker whose dynamic storytelling and leadership expertise captivate and inspire audiences. Her ability to deliver actionable insights with integrity consistently transforms attendees. For a speaker who elevates any conference with professionalism and impact, contact Athena."

– Misty Phillip COO of Trilogyworks, Best-Selling Author, &
Podcast Host

CAROLINA CHRISTIAN
WRITERS
CONFERENCE



WORD WEAVERS INTERNATIONAL PRESENTS
FLORIDA
CHRISTIAN
WRITERS CONFERENCE

Christian
communicators
Graduate
ChristianCommunicators.com



cpe
christian product expo
Where the Industry Does Business

WOMEN
OF **JOY**TM

*She
Speaks*

BLUE RIDGE
MOUNTAINS
CHRISTIAN
WRITERS
CONFERENCE

Write-to-Publish
CONFERENCE


SPEAKUP
CONFERENCE

D6
NORTHWEST

 C-Suite for
Christ

Leading & Loving It

books & resources

PUBLISH YOUR MESSAGE MATTERS

A Ministry-Minded Publishing
Guide that Changes Everything

ATHENA DEAN HOLTZ

ATHENA DEAN HOLTZ

NO LONGER HIDDEN

YOU CANNOT RESIST WHAT
YOU DO NOT RECOGNIZE



Unmasking the unseen war
threatening our homes,
churches, and nation.

speaking topics



Most Requested Topics

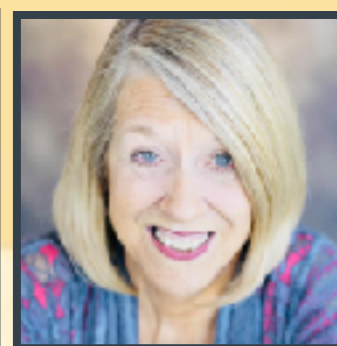
-  Servant Leadership That Stands Apart
-  Eyes to See, Power to Stand: Recognizing the Enemy's Schemes
-  Guarding the Flock: Discerning and Defeating Deception
-  Winning with Virtual Teams





About Athena

With four decades of experience in Christian publishing and ministry leadership, Athena Dean Holtz is known as a resilient leader and a trusted voice in equipping the body of Christ. Having navigated devastating loss, spiritual abuse, and personal rebuilding, Athena now uses her testimony and expertise to help ministries, nonprofits, and Christian-owned businesses thrive with integrity, discernment, and servant leadership. She is the founder of Redemption Press, a three-time Best Christian Workplace, and author of multiple books including the forthcoming *No Longer Hidden: You Cannot Resist What You Do Not Recognize*.



YEARS OF PROVEN RESULTS FOR SPEAKERS & WRITERS!

Christian
Communicators
CONFERENCE

TAMMY WHITEHURST LORI BORUFF



CO-DIRECTOR
SPEAKER/AUTHOR



CO-DIRECTOR
SPEAKER/AUTHOR

July 24-28, 2024

Drury Plaza Hotel
- Richardson
Dallas, Texas

REGISTRATION INCLUDES:
FOUR NIGHTS LODGING,
MOST MEALS, PROFESSIONAL
HEADSHOT, SIZZLE REEL
AND GREAT TEACHING FROM
EXPERTS!

Meet our amazing team of experts, speakers and authors!



CAROL
KENT



LINDA
GOLDFARB



B.J.
GARRETT



KIM
KIMBLE



PEG
ARNOLD



SHELLY
BROWN



ATHENA
DEAN-HOLTZ



CAROL
TETZLAFF



VICTORIA
CHAPIN



MICHELLE
RUDDELL

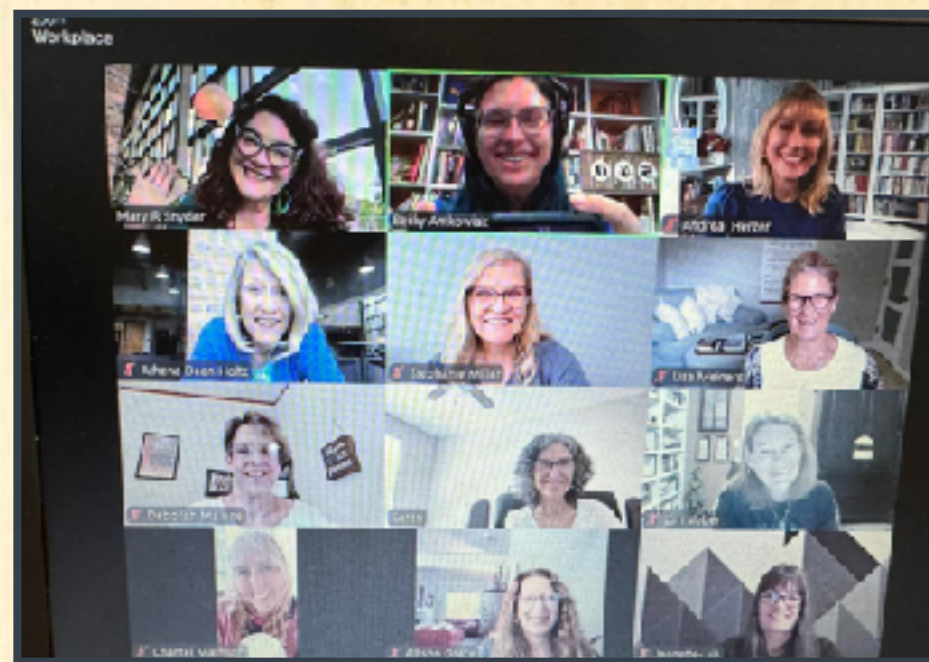


ELAINE
HUGHES

Register TODAY for PRE-CONFERENCE & CONFERENCE

ChristianCommunicators.com

Don't wait - limited seating



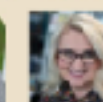
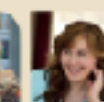
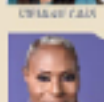
Expertise & Media Value

Athena's message resonates across churches, nonprofits, and Christian businesses because she delivers biblically grounded wisdom with practical application.

She equips leaders to discern spiritual warfare, foster servant leadership, and build people-centered cultures that reflect Christ. Her unique blend of transparency, storytelling, and actionable insight makes her a go-to voice for faith-based leadership training.





 ERICA VIOCKY-HORN	 MINDE SNYDER	 BRIDGET HOLTE	 ALYSSA HADDANI-CLUTZ	 EMILY BROWN	 SUZANNE FOSTER
 LARA CONWAY	 LINDA CILDEN	 CHRISTINE TRUNPE	 DENNY DAVIDSON	 CAROL TETLOW	 ANGELA DRISKILL
 CAROL DRISKILL	 CRYSTAL FALK	 JODI MILLER	 REILLY FITZGUMP	 MICAH LURTJENS	
 CHRISTINA DWYER	 CYNTHIA BURTON	 JINTA NOVY	 KATHLEEN RICCI		
 PATSY MARTELLI	 CHRISTINA ENGLAND	 BETSY GARRETT	 TRACY SMITH		

JOIN ME & THIS AMAZING LINE UP of industry experts & friends!



Sample Soundbites

- “You cannot resist what you do not recognize.”
- “Servant leadership is not weakness—it is Kingdom strength in action.”
- “Resilience in ministry means turning scars into testimonies of God’s faithfulness.”
- “Discernment is not suspicion; it’s Spirit-led clarity that protects God’s people.”



calendar

2025 SPEAKING CALENDAR

FEBRUARY 14-18 – CHRISTIAN PRODUCT EXPO – TAMPA, FL

MARCH 7-9 – CAROLINA CHRISTIAN WRITERS CONFERENCE, GREENSVILLE, SC

APRIL 25-26 – NW CHRISTIAN WRITERS RENEWAL – SEATTLE, WA

MAY 2 – PENCON VIRTUAL CONFERENCE – CLOSING KEYNOTE

MAY 17 – EMBRACE WOMEN'S CONFERENCE – SUMNER, WA

MAY 29 – SELAH AWARDS – ASHFORD, NC

JUNE 10-13 - WRITE TO PUBLISH – WHEATON, IL



calendar

2025 CONTINUED

JUNE 19 – C-SUITE FOR CHRIST – DALLAS, TX

JULY 9-12 – SPEAK UP CONFERENCE – GRAND RAPIDS, MI

AUGUST 9-12 – CHRISTIAN PRODUCT EXPO – DULUTH, GA

AUGUST 14 – CHANGE THE STORY CONFERENCE – ATLANTA, GA

AUGUST 29 – ENRICH – EMBRACE – EXHALE – PUYALLUP, WA

SEPTEMBER 5-6 – GOD-FIDENCE WOMEN'S CONFERENCE – GILBERT, AZ

OCTOBER 20-21 – LEADING & LOVING IT – LAS VEGAS

DECEMBER 18-21 - TURNING PT USA - AMERICA FEST 2025 - PHOENIX, AZ



calendar

2026 SPEAKING CALENDAR

JAN 8-11 - RACERS FOR CHRIST - INDIANA

FEB 1-3 – CHRISTIAN PRODUCT EXPO – DESTIN , FL

FEB 17-20 - NRB (NATIONAL RELIGIOUS BROADCASTERS) - NASHVILLE, TN

MAR 6-7 - D6 LEADERSHIP CONFERENCE - SEATTLE WA

MAR 13-14 - ARIZONA CHRISTIAN WRITERS CONFERENCE - MESA, AZ

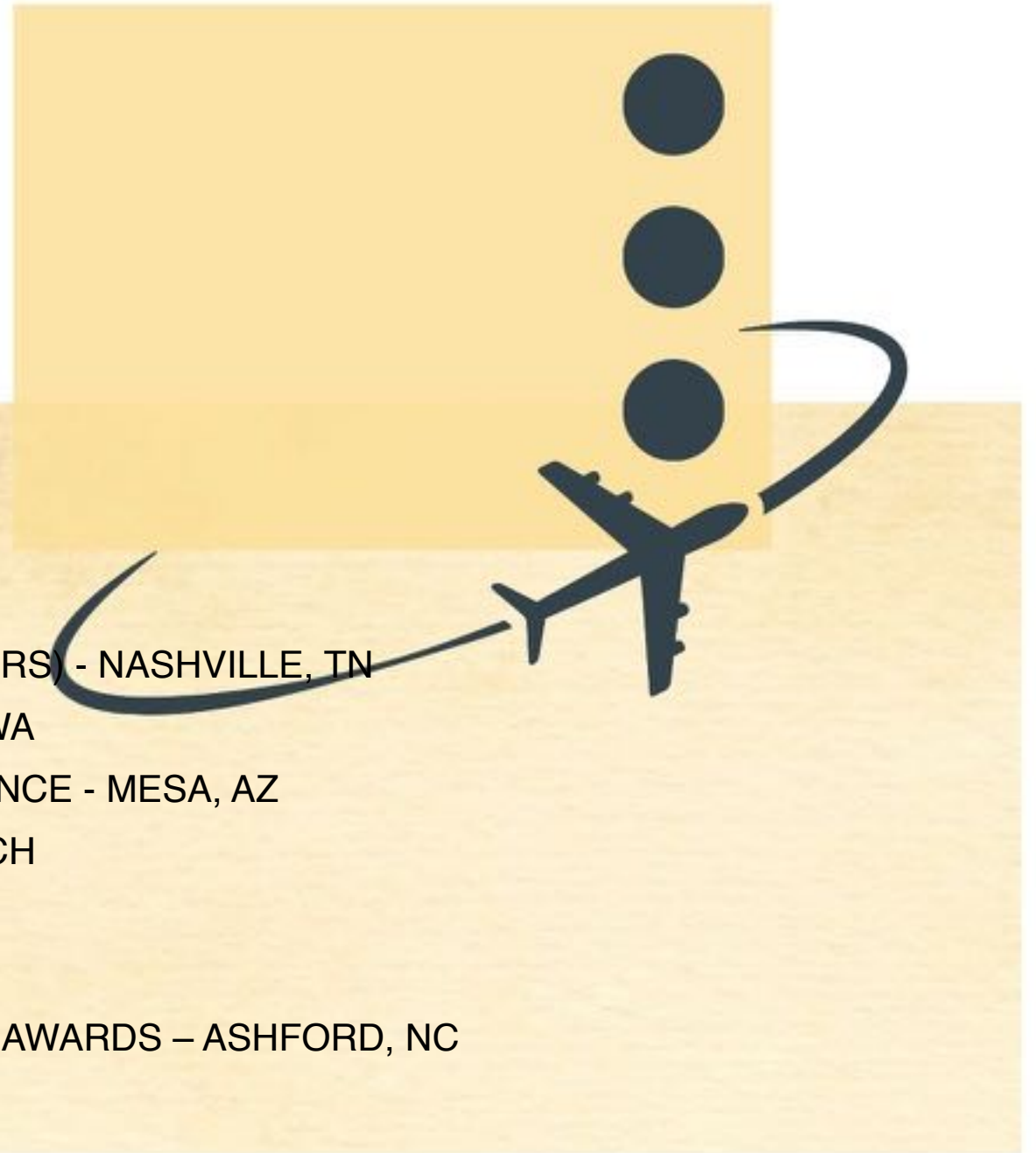
APRIL 29-30 – LEADING & LOVING IT WRITER'S LAUNCH

MAY 1-3 - ABIDE CONFERENCE - VIRGINIA

MAY 2 – PENCON VIRTUAL CONFERENCE

MAY 24-29 – BLUE RIDGE MTN CONFERENCE - SELAH AWARDS – ASHFORD, NC

JUNE 8-11 - WRITE TO PUBLISH – WHEATON, IL



calendar

2026 CONTINUED

JULY 9-12 – SPEAK UP CONFERENCE – GRAND RAPIDS, MI

JULY 24-25 - TAYLOR UNIVERSITY WRITERS CONFERENCE - FT WAYNE, IN

AUGUST 1-5 – CHRISTIAN PRODUCT EXPO – ST CHARLES, MO.

SEPTEMBER 4-6 – MBC WOMEN'S CONFERENCE – GILBERT, AZ

OCTOBER 19-20 – LEADING & LOVING IT – LAS VEGAS



- ✓ Pioneered the independent Christian publishing movement in the early 1990s.
- ✓ Co-founded the first credible custom publishing company in 1991, WinePress Publishing.
- ✓ Bounced back from 13 years of spiritual abuse that many people walk away from God over.
- ✓ Launched Redemption Press in 2014, now flourishing as a leading Christian publisher.
- ✓ Sponsor of Women of Joy 2018 National Tour
- ✓ The Billie Wilson Matthew 5:16 Award – Florida Christian Writers Conference (2020).
- ✓ Publisher of the Year – Soul Café Awards (2022).
- ✓ Female Podcast Host of the Year – Spark Media (2022).
- ✓ Selah Award, Inspirational Gift Book Silver Medal for *Black Voices of Wisdom* (2022).
- ✓ Host of *All Things Podcast* featuring conversations on faith, resilience, and racial reconciliation.
- ✓ Best Christian Workplace recognition (2021, 2022, 2023)

Career Highlights & Achievements



connect with me



	Email	[athena@athenaholtzspeaks.com]
	Phone	[210-620-4900]
	Website	[athenaholtzspeaks.com]
	Location	Seattle available for in-person or virtual

endorsements



"As the Director of the Spark Media Conferences, I had the privilege of booking Athena Dean Holtz as a keynote speaker. I highly recommend Athena as a keynote speaker whose dynamic storytelling and leadership expertise captivate and inspire audiences. Her ability to deliver actionable insights with integrity consistently transforms attendees. For a speaker who elevates any conference with professionalism and impact, contact Athena."

— Misty Phillip COO of Trilogyworks, Best-Selling Author, & Podcast Host

'From the moment I met Athena, I was struck by her comprehensive knowledge—not just the kind business owners naturally pick up over time, but the kind that comes from her extra effort to truly master her craft. What makes her stand out is how she combines that hard-earned expertise with the truth of Scripture, creating powerful and relatable messages. Athena has a gift for understanding what her audience needs to hear and delivers it with raw honesty, a loving heart, and a gentle spirit. When you listen to her speak, you don't just leave inspired—you feel like you've made a new friend.'

— Hanna Green Author, Speaker, Story Coach



"Athena is a passionate and engaging speaker with a warm and inviting personality. Her authenticity, paired with her broad experience in both business and ministry, made her words not only relatable but deeply impactful. Athena brought wisdom, professionalism, and heart to her message, which left me feeling inspired, encouraged, and equipped to take the next step."

— Sarah Griffiths Hu, Speaker | Author

"Athena Dean Holtz doesn't only guide a team, she inspires it! She listens deeply and values every voice because she not only leads with skills, but also with heart. She helps people turn obstacles into opportunities."

— Tammy Whitehurst, Professional Speaker | Author | Event Planner

"Athena Holtz is a gifted and engaging speaker whose love for God's Word shines through every message she shares. She communicates with authenticity, warmth, and a winsome spirit that encourages and equips others. Her teaching is both clear and impactful, delivered with grace and vulnerability. Anyone who hears Athena will be blessed, and I wholeheartedly commend her to you and your event participants."

— Keith McMinn, Worship Pastor & Worship Arts Academy Director
Bethel Baptist Church; Yorktown, VA | Co-founder of abideingod.org



“When Athena speaks, people listen. Why? Because she knows what she’s talking about. Athena Dean Holtz brings hard-won firsthand industry knowledge, a facility for presenting the heart of a matter, and a passion for revealing truth. Her engaging and relatable presentations are filled with wisdom and humor, making her a speaker worth listening to.”

— Inger Logelin, Author | Editor | Speaker | Senior Editor Emeritus at Redemption Press

“Athena Dean Holtz has a hilarious way of presenting deep life-changing truth. Her humility and transparency, blanketed in grace and truth, make her talks, powerful and engaging. She has the ability to speak to people of all spiritual levels and ages.”

—Jennifer Slattery, Editor | Blogger | Novelist

“Athena Dean is one of the most delightful, informative, and vital speakers we’ve had at Florida Christian Writers conference. She is a welcomed addition to any faculty roster.”

—Eva Marie Everson, Director | Florida Christian Writers Conference.

“Athena Dean Holtz is authentic. Her testimony of what God has done in her life will encourage and inspire you. Athena has a gift of bringing writing to life as she shares her story in person. You will enjoy meeting Athena.”

—Joy Ware Miller, Founder | Helping Hurting Hearts Heal

- ✓ IndependentPublishing.com – monthly contributor and recognized among Reedsy's 50 Best Writing Websites (2024, 2025).
<https://independentpublishing.com/book-awards-for-independent-authors/>
- ✓ Up Close & Personal for Marriage Leaders – A Peek Inside Publishing
https://www.youtube.com/watch?v=epOBzSi_aiE
- ✓ Impact of Wounded Decision-Making
<https://www.youtube.com/watch?v=h73qSaid7ww>
- ✓ New Age Practices in Christian Circles
<https://www.youtube.com/watch?v=nxFOTqVOWVo>
- ✓ Are You Making Wounded Business Decisions?
<https://www.sweetteasocialmarketing.com/episode342/>
- ✓ 3 Things I Learned from 12 Years of Spiritual Abuse
<https://drmichellebengtson.com/spiritual-abuse-manipulation/>
- ✓ Meet Athena Dean Holtz - Interview on publishing and resilience.
<https://canvasrebel.com/meet-athena-dean-holtz/>
- ✓ CounterCultureMom.com – Regular guest interviews on publishing, discernment, and culture.

Media Coverage



Return on
Investment
(ROI)
and
Real Expertise



Why Hire Athena Dean Holtz?

She helps your audience discover how to lead with service, resilience, and vision—empowering them to create healthier workplaces, stronger teams, and more sustainable results. With her servant-leadership approach, Athena equips leaders to put people first, knowing that when people thrive, performance follows.

Athena is a **subject matter expert with four decades of proven leadership**—guiding organizations through economic downturns, industry disruption, and the challenges of building fully virtual, award-winning teams. Known as the “*Queen of Publishing*” and the “*Bounce-Back Leader*,” she embodies resilience and models how leaders can turn trauma, setbacks, and transitions into fuel for long-term growth.

Return on
Investment
(ROI)
and
Real Expertise



Extreme Customization and Usable Content

What sets Athena apart is her **authentic connection with every audience**, her compelling storytelling, and her ability to translate life-changing lessons into immediate actionable strategies. Each keynote is tailored to reinforce your event goals, and Athena works closely with planners to ensure her message meets the unique needs of your audience.

Substance and Style – Not Just “Motivation”

Athena’s style is **engaging, transparent, and transformational**. She doesn’t just motivate—she equips. Blending humor, real-world experience, and transparent storytelling, Athena speaks with authenticity and depth. Her audiences walk away inspired, but more importantly, equipped with frameworks they can apply right away to lead with courage, empathy, and clarity.

Return on Investment (ROI) and Real Expertise



You Prefer an Interactive Presentation?

Athena's sessions are **interactive and participant-focused**, encouraging dialogue, reflection, and peer-to-peer learning. She creates a safe, engaging environment where attendees explore practical takeaways, identify immediate action steps, and walk out ready to implement change.

Scope, Reach, and Partnerships

Athena is deeply connected in the publishing, leadership, and nonprofit sectors, with a national platform through Redemption Press and her Book Marketing Pro Academy. She has partnered with executives, authors, non-profit leaders, and organizations across industries to build cultures of resilience, trust, and people-first leadership.

Return on
Investment
(ROI)
and
Real Expertise

Attract, Engage, and Equip Your Audience

Athena works with executives, managers, sales leaders, and teams to help them:

- Lead through disruption with confidence.
- Build trust that fuels team performance.
- Transform adversity into growth.
- Create people-centered cultures that last.

Meeting planners consistently say that Athena delivers the **perfect blend of inspiration and actionable ROI**, leaving audiences not just motivated—but transformed.