

MEDIA KIT

Athena Dean Holtz

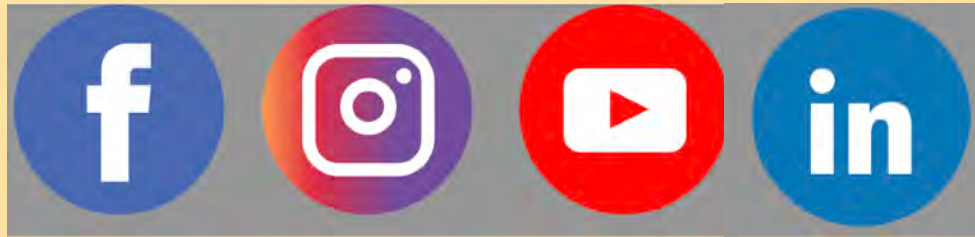
**Resilience Expert | Discernment Advocate
Publishing Pioneer | Author | Podcaster
Creator of The Redemptive Leader**

***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 KEYNOTES
ASSOCIATION CONFERENCES
EDUCATIONAL SEMINARS
VIRTUAL OR LIVE PRESENTATIONS**





Signature Programs

The Redemptive Leader

A framework for leading with clarity, courage and compassion.

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 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 most recent *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.



“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

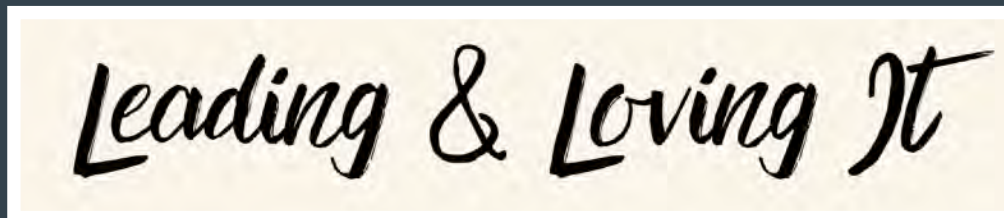


“I’ve had the privilege of seeing Athena in action both in person and virtually, and she’s the real deal. She is a true champion of women speakers and writers, consistently living out the values she teaches. Her humility and honesty make her leadership even more powerful. Any organization that brings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

— Christina Custodio,
Author | Blogger | Speaker



MOODY
RADIO®



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

»»
**WORKBOOK
JOURNAL**

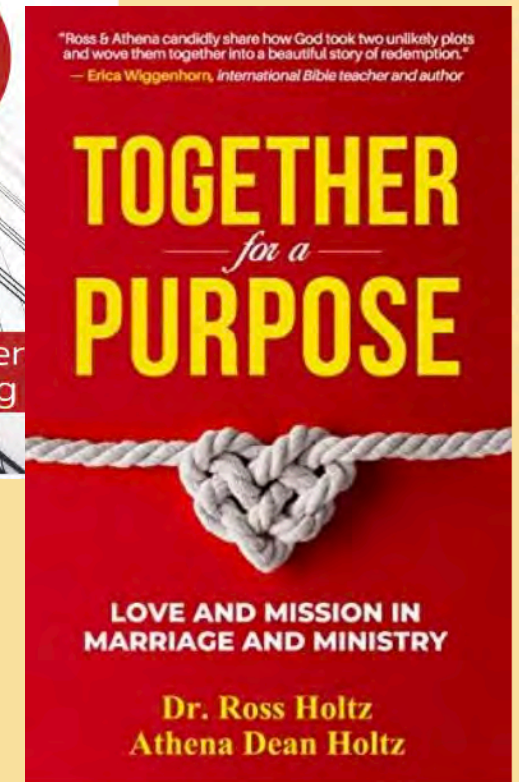
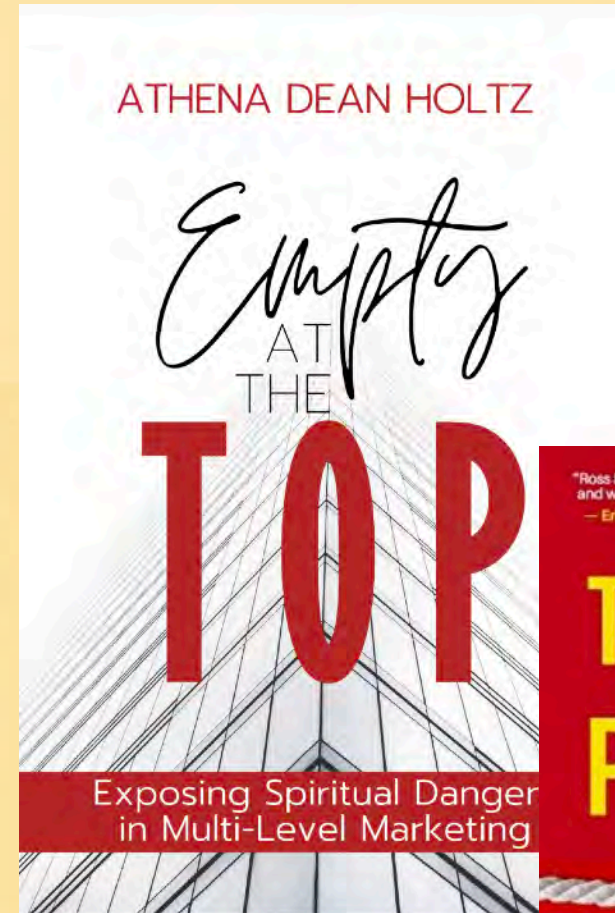
ATHENA DEAN HOLTZ
**REDEMPITIVE
LEADERSHIP**

A FRAMEWORK FOR LEADING
WITH CLARITY, COURAGE,
AND COMPASSION



Lead with strength.
Shepherd with wisdom.
Build with peace.

books & resources



REDEFINING HUSTLE

Pursuing
Success as
a Christian
Woman

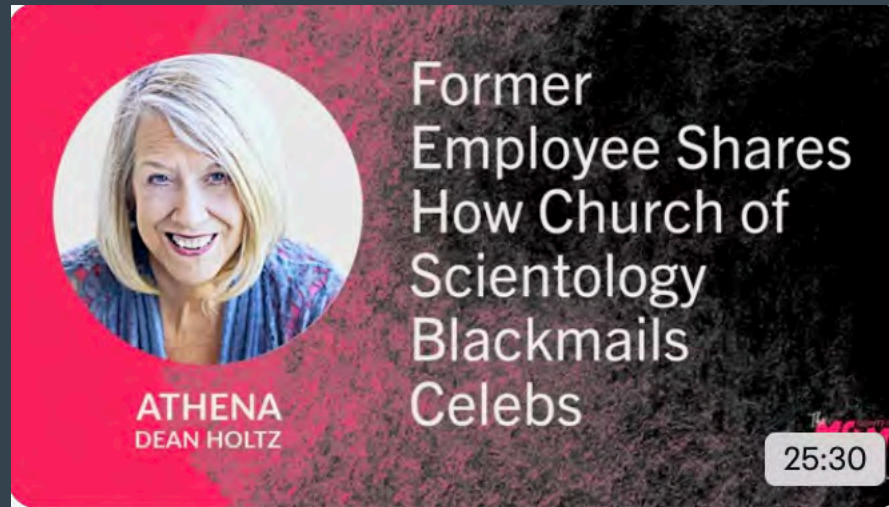


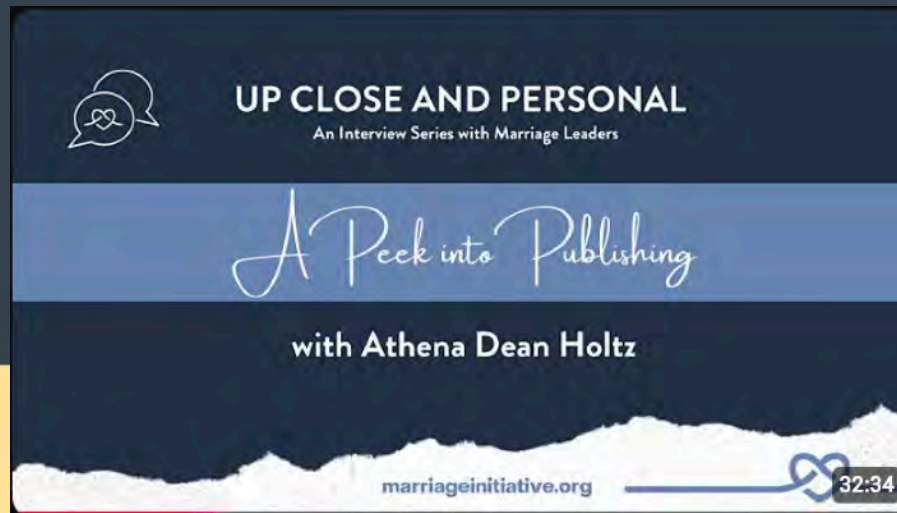
WITH ERIN HARRIGAN

Fierce Calling Podcast *with* Doris Swift

dorisswift.com







POTENTIAL INTERVIEW TOPICS

“Eyes to See: How the Enemy Stays Hidden in Modern Christianity—and How to Wake Up”

Hook:

Many believers live in discouragement, confusion, and conflict—not because they lack faith, but because they fail to recognize the enemy behind the scenes. You cannot resist what you do not recognize.

Talking Points:

- Why so many Christians mistake *people* for the enemy
- How subtle spiritual warfare mirrors guerrilla tactics used in Vietnam
- The most common “unrecognized” schemes: offense, distraction, deception, fatigue
- Why awareness—not fear—is the first step toward freedom
- A practical, hope-filled way believers can start seeing clearly today

Why Media Loves It:

This angle helps audiences identify real spiritual opposition in a way that is biblical, relatable, and empowering.



TOPIC 1 — “Eyes to See: How the Enemy Stays Hidden in Modern Christianity”

Description:

Many Christians are weary not because they lack faith—but because they are fighting the wrong battles. Using parallels to guerrilla warfare, Athena exposes how the enemy operates subtly, strategically, and often invisibly.

Sample Interview Questions

1. What does it mean that “you cannot resist what you do not recognize”?
2. Why do so many believers mistake *people* as the enemy instead of the real spiritual forces at work?
3. How is spiritual warfare today similar to guerrilla strategies used in Vietnam?
4. Can you share a moment in your own story when recognizing the real enemy changed everything?
5. What are the top signs someone is under spiritual attack and doesn’t realize it?
6. How can believers walk in awareness without slipping into fear or obsession?



POTENTIAL INTERVIEW TOPICS

“Forgiveness as Warfare: The Weapon Christians Rarely Use but Desperately Need”

Hook:

Forgiveness is not just obedience—it's strategy. Scripture shows that unforgiveness reopens the enemy's access, while forgiveness shuts the door.

Talking Points:

- Athena's personal story: how recognizing the source made forgiveness possible
- Why bitterness, resentment, and offense are the enemy's most successful traps
- How believers unknowingly “partner” with the enemy through unresolved pain
- A practical framework for walking in freedom when emotions lag behind obedience
- What forgiveness is *not*

Why Media Loves It:

Forgiveness is a universal struggle. This interview reframes it as a powerful spiritual weapon, not just an emotional hurdle.



TOPIC 2 — “Forgiveness as Warfare: The Weapon the Enemy Fears Most”

Description:

Forgiveness is not just a biblical command—it is a strategic act of spiritual warfare. When believers forgive, they slam the door on the enemy’s access and reclaim territory he has stolen.

Sample Interview Questions

1. You say forgiveness is “spiritual warfare.” How so?
2. Why does unforgiveness give the enemy a foothold?
3. How did forgiveness play a role in your own healing after thirteen years of spiritual abuse?
4. Many people struggle with the emotion of forgiveness. How can we forgive when we don’t *feel* it?
5. What are the consequences—spiritually and emotionally—of holding onto bitterness?
6. What does true forgiveness *not* require? (Great for clarifying misconceptions.)



POTENTIAL INTERVIEW TOPICS

“Exposing the Counterfeit: How False Light, Spiritual Confusion, and Half-Truths Derail Today’s Believers”

Hook:

The greatest danger to the church today isn’t obvious evil—it’s spiritual counterfeits that look good, feel spiritual, or sound almost right.

Talking Points:

- Athena’s own journey through New Age counterfeits and spiritual abuse
- The growing rise of “imitation spirituality” inside the church
- How the enemy uses partial truth to keep believers bound
- Practical discernment tools for separating real from counterfeit
- Why standing in Scripture is nonnegotiable for victory

Why Media Loves It:

Cultural, relevant, and deeply needed—this conversation brings discernment, clarity, and biblical truth to a confused spiritual landscape.



TOPIC 3 — “Exposing the Counterfeit: Discernment in an Age of Spiritual Confusion”

Description:

Not everything that looks spiritual is from God. Through her own history with New Age practices, spiritual counterfeits, and a false shepherd, Athena teaches believers how to test everything by Scripture.

Sample Interview Questions

1. You’ve walked through Scientology, the New Age, and then spiritual abuse inside the church. What makes counterfeit spirituality so appealing?
2. How can believers distinguish between the Holy Spirit and emotional or deceptive experiences?
3. What are the most common counterfeits appearing in the American church today?
4. Why do “almost truths” pose more danger than obvious lies?
5. How can everyday Christians develop stronger biblical discernment?
6. What warning signs indicate a leader, teaching, or spiritual experience is counterfeit?



MEDIA READY PULL QUOTES

Spiritual Warfare & Discernment

- “You cannot resist what you do not recognize — and the enemy counts on staying unseen.”
- “Most believers aren’t losing the battle... they just haven’t identified where the battle actually is.”
- “The enemy’s greatest victories happen in the shadows of our unawareness.”
- “Discernment isn’t fear—it’s faith that pays attention.”
- “If we fail to name the enemy, we will always fight the wrong fight.”

Deception & Counterfeit Light

- “The most dangerous lies are the ones wrapped in almost-truth.”
- “Not everything that feels spiritual is from the Spirit of God.”
- “Deception rarely walks in wearing horns; it usually sounds familiar, friendly, and almost right.”
- “Counterfeit light blinds more believers than outright darkness ever could.”
- “When we elevate experience over Scripture, we open a door we never meant to unlock.”

Forgiveness, Freedom & Healing

- “Forgiveness isn’t weakness—it’s warfare.”
- “Unforgiveness keeps us chained to the very pain Jesus died to free us from.”
- “Choosing to forgive is how we slam the door on the enemy’s access.”
- “Forgiveness is not agreement; it’s release.”
- “Healing begins where bitterness ends.”

Unity & the Church

- “Division is the enemy’s oldest trick—and the Church still falls for it.”
- “Unity is not optional for believers; it’s obedience.”
- “Silence in the face of deception isn’t neutrality—it’s agreement.”
- “A divided Church cannot stand against a united enemy.”
- “When we stand together, we become the one thing the enemy cannot defeat: a united Body walking in truth.”



MEDIA READY PULL QUOTES

Victory & Identity in Christ

- “We do not fight *for* victory—we fight *from* it.”
- “The battle is real, but so is the victory Jesus already secured.”
- “Freedom is not earned; it’s applied.”
- “Christ has already won. Our role is simply to stand.”
- “Fear loses its grip when we remember whose armor we’re wearing.”

My Personal Story / Testimony Angle

- “I didn’t just study spiritual deception—I survived it.”
- “God restored everything the enemy stole, and now I help others see what I once couldn’t.”
- “The place where the enemy tried to silence me became the platform God redeemed.”
- “My story is living proof that Jesus rescues, rebuilds, and restores what the enemy destroyed.”
- “What the enemy used to break me, God now uses to set captives free.”

IDEAL AUDIENCES

- Christian radio, TV, and podcast listeners
- Women’s ministries & wounded believers needing hope
- Churches addressing spiritual warfare, unity, and healing
- Ministry leaders & pastors navigating spiritual resistance
- Audiences exploring discernment, deception, and biblical truth

- ✓ 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).
- ✓ Co-Host of *No Longer Hiding* podcast featuring conversations on faith, resilience, and racial reconciliation.
- ✓ Best Christian Workplace recognition (2021, 2022, 2023)


Career Highlights & Achievements



speaking topics



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

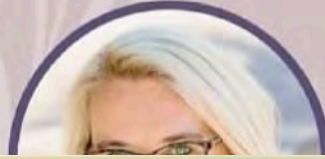
“Athena is a passionate and engaging speaker with a warm and inviting personality. Her authenticity, paired with her broad experience in both business and ministry, made her words not only relatable but deeply impactful. Athena brought wisdom, professionalism, and heart to her message, which left me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

— Sarah Griffiths Hu, Speaker | Author

THE COUNTER CULTURE MOM SHOW

Athena Dean Holtz, Carol Tetzlaff, Carol Kent,
Janet McHenry, Christina Custodio, Heather Heuman,
Stefanie Gass, Erica Wiggernhorn,
Shelly Brown, Ali Gentry Creech

TEN
DYNAMIC
TEACHINGS



Athena Dean Holtz

Deceptions



zoom
Workplace



Sara



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: Eyes to See, Power to Stand*.

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.

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

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





Career Highlights & Achievements

- ✓ 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).

connect with me



Table 1

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

“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 | Former Senior Editor 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

Media Coverage

✓ 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/>

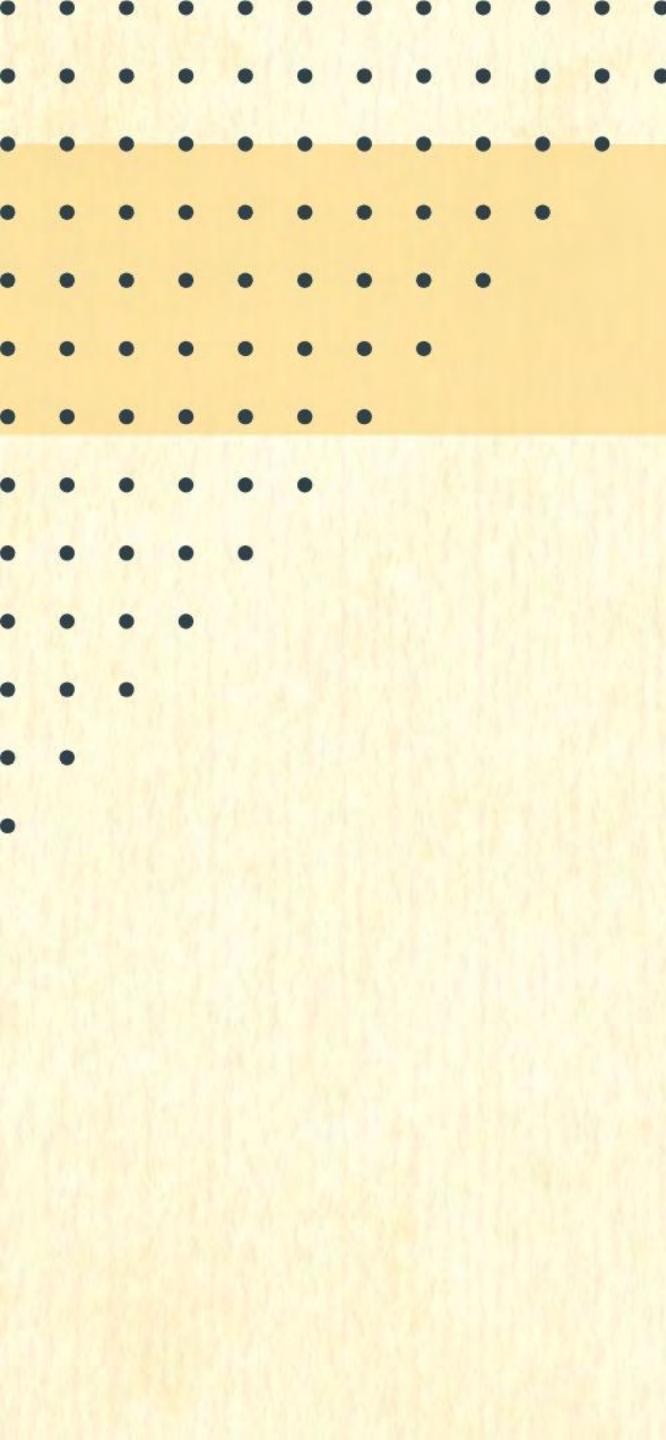
✓ **3 Things I Learned from 12 Years of Spiritual Abuse**

<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.



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.

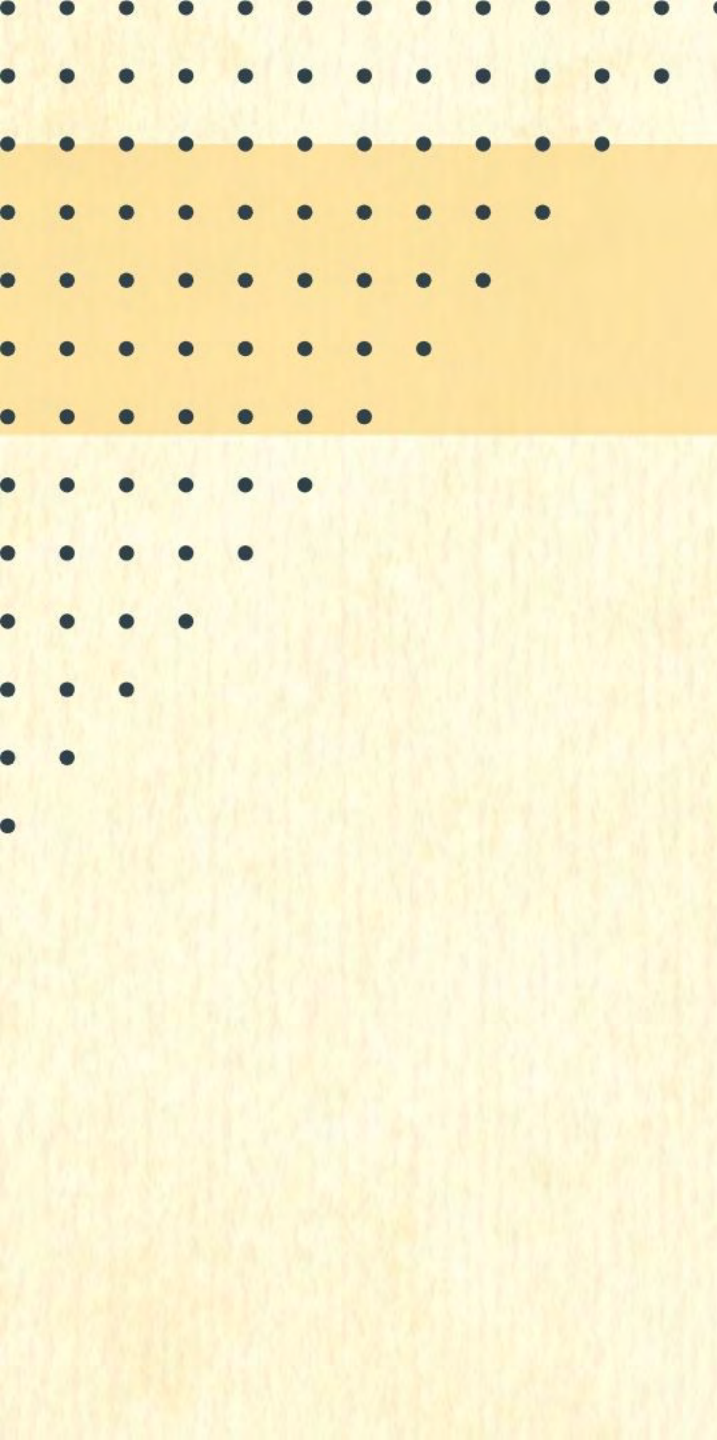
Athena is a **subject matter expert with four decades of proven leadership**—guiding organizations through economic downturns, industry disruption, and the challenges of building fully virtual, award-winning teams. Known as the “*Queen of Publishing*” and the “*Bounce-Back Leader*,” she embodies resilience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

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.



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.

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.





Contact Page


Athena Dean Holtz, Founder & Publisher at Redemption Press


Resilience Expert | Servant Leadership Speaker | Discernment Advocate | Publishing Pioneer

 Email: athena@athenaholtzspeaks.com

 Phone: 210-620-4900

 Website: www.athenaholtzspeaks.com

 Location: Seattle area | Available for in-person or virtual keynotes and workshops
@athenaholtzspeaks (social media)

 Contact form: www.athenaholtzspeaks.com/contact

SPEAKER INFO KIT

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



**Keynote Speaker | Subject
Matter Expert | Leading
Authority | Trusted Adviser
Servant Leadership Specialist**

ATHENA DEAN HOLTZ

**Resilience Expert | Servant Leadership Speaker | Discernment
Advocate | Publishing Pioneer**

CAROLINA CHRISTIAN
WRITERS
CONFERENCE

Write-to-Publish
CONFERENCE

C-Suite for
Christ

NORTHWEST
CHRISTIAN
WRITERS
ASSOCIATION

cpe
christian product expo™
Where the Industry Does Business

SPEAKUP
CONFERENCE

WORD WEAVES INTERNATIONAL PRESENTS
FLORIDA
CHRISTIAN
WRITERS CONFERENCE

Christian
Communicators
Graduate

**WOMEN
OF JOY™**

**SPARK
MEDIA**
CONFERENCE

BLUE RIDGE
MOUNTAINS
CHRISTIAN
WRITERS
CONFERENCE

D6
NORTHWEST

*She
Speaks*

Leading & Loving It









REDEMPTION PRESS

