OFFICIAL BIO

GILBERTO HERRERA

Business Growth Strategist | TEDx Speaker | Fractional CMO

SHORT BIO

About 100 words. Use for event programs, emcee introductions, podcast notes, and social posts.

> Gilberto Herrera is a business growth strategist, TEDx speaker, and fractional CMO. He is the founder and CEO of Profitable Pro, Inc. and Gilberto Herrera Enterprises, and the creator of The Profit Flow™. He helps coaches, consultants, experts, and service-based business owners attract premium clients and build businesses that don't depend on them for everything. As Alabama's Grow with Google Digital Coach for four years, he trained more than 8,000 entrepreneurs. Born in Panama City, Panama, Gilberto turned a hard start into a life of business and service. He is President of the Everybody WENS board and the author of How To Scale You.

FULL BIO

About 600 words. Use for press kits, speaker pages, proposals, and media features.

Gilberto Herrera is a business growth strategist, TEDx speaker, and fractional CMO. He helps coaches, consultants, experts, and service-based business owners build profitable businesses that don't depend on them for everything. He is the founder and CEO of Profitable Pro, Inc. and Gilberto Herrera Enterprises, and the creator of the Profitable Pro Accelerator and the Profitable Authority System. His signature framework, The Profit Flow™, shows how a business turns attention into trust, trust into premium clients, and client results into its next wave of growth.

Most business owners Gilberto meets are great at what they do. Effort isn't their problem. Gaps are. They have leads with no follow-up, sales with no clear process, and client wins that never turn into proof. Gilberto helps them close those gaps. He works with established service providers to sharpen their positioning, build premium offers, and set up the marketing, sales, AI, and automation systems that bring in the right clients and give the owner their time back.

For four years, Gilberto was Alabama's Grow with Google Digital Coach, where he trained more than 8,000 entrepreneurs. Through consulting, coaching, fractional CMO work, workshops, and speaking, he serves clients across the country. He has worked with companies, cities, schools, and nonprofits, including Southern Company, the City of Birmingham, the City of Montgomery, United Way of Central Alabama, UAB, and Miles College. He is the author of *How To Scale You: Build a Brand, Leverage Marketing and Increase Sales* and the host of The Gilberto Herrera Show podcast. His writing has been published in MarketingProfs, the Birmingham Business Journal, and Gumptown Magazine.

His work has been recognized often. He was named to the Birmingham Business Journal's Power 60 Emerging Influencers in 2023 and received Entrepreneur of the Year from the African American Entrepreneurs Association that same year. He also received the Legacy Award at the Steel City Legacy Gala. The City of Montgomery proclaimed November 10, 2023, "Gilberto Herrera Day" when he gave the keynote at the Mayor's Young Professional Gala. He has been featured on WBRC and the national TV show Outspoken with Joe Lockett. He also acts, playing Alejandro in the streaming series Dundrill Heights.

Community service is at the center of Gilberto's work. He is President of the Everybody WENS board (Working to Enhance Neighborhood Success). The nonprofit brings resources, mentorship, and opportunity to underserved communities in Birmingham, Alabama, with a mission to reduce violence and help people build fuller lives. As President of the ¡HICA! Jr Board, he helped raise $500,000 for Hispanic and immigrant families across Alabama. He also teaches young people how to start and run businesses

through the A.G. Gaston Business Institute's Start Smart program and the GEAR UP program at the University of Montevallo. At GEAR UP, he gave two students paid summer internships.

His story is a big part of why his message lands. Gilberto was born in Panama City, Panama, and came to the United States as a child. As a teen, he got caught up in gangs and street life. Then he made a decision to change direction. He became a father at a young age and learned to sell in direct sales, banking, and insurance. Since then, he has built businesses through relationships, marketing, service, and hard work. Whether he's speaking to business owners, students, or community leaders, his message is clear: you don't need more noise. You need the right system, the right mindset, and the courage to move.

Gilberto Herrera speaks on business growth, marketing and sales, AI and automation, entrepreneurship, leadership, financial literacy, and community impact. His talks are practical and direct, and they're built to get people moving.