



Gilberto Herrera

Creator of **THE PROFIT FLOW™ SYSTEM FOR BUSINESS GROWTH**

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www.gilbertoherrera.com **205-691-9923**

PROFESSIONAL BIOGRAPHY

Gilberto Herrera is a business strategist and revenue growth expert who helps organizations scale with clarity and confidence. Known as the Architect of Scale, he built The Profit Flow™, a proven system that combines strong positioning, smart marketing, and sales systems to help leaders hit their revenue goals faster. He is the author of the book, How To Scale You: Build A Brand, Leverage Marketing and Increase Sales.

Since 2007, **Gilberto has trained and coached over 8,000 professionals and partnered with major organizations, including Fortune 500 companies, to help them package their expertise and grow profitably**. Known for his sharp business insight, sales leadership, and financial know-how, he has built a strong track record of driving real, measurable growth. Through his speaking, consulting, and training, he has reached clients across the U.S., Canada, Panama, and Latin America with strategies that raise both personal value and business performance.

Gilberto is **known for turning complex business problems into clear, simple strategies that generate revenue and build lasting success**. His approach blends financial insight, marketing systems, and business development skill, making him a trusted advisor to entrepreneurs and organizations who want to grow without the overwhelm.

Gilberto's dynamic storytelling and hands-on facilitation give audiences practical tools they can use the same day. **His sessions are known for being clear, simple, and easy to act on, breaking down big ideas into steps that help entrepreneurs and professionals succeed in today's fast-moving business world.**

Organizations like **Southern Company, Grow with Google, the Birmingham Business Resource Center, McDonald's, Verizon Wireless, and the American Marketing Association** have all invested in Gilberto's expertise to grow their brand value and revenue, bringing him back again and again to deliver real results.

He is a **contributing writer for the Birmingham Business Journal** and Gumptown Magazine, and a **former national TV show cohost**. Gilberto was **named a Top Entrepreneur to Follow** by New York Finance, **Most Influential by the Birmingham Business Journal**, and 2023 **Entrepreneur of the Year by the African American Entrepreneurs Association**. He has also been featured on CBS, NBC, FOX News, Miami News, and Houston Weekly.





Signature Programs



THE PROFIT FLOW™ SYSTEM

- Gives your audience a proven system for turning attention into paying clients.
- Shows them how to find and fix the leaks costing them revenue.
- Hands them a five-part framework they can use the same day.

AI THAT ACTUALLY PAYS OFF

- Master a simple AI system built for real revenue, not empty hype.
- Learn to build an automation setup you can set up once and run for years.
- Gain a proven way to use AI that gets more yeses from the customers you already have.

RESULTS INTO AUTHORITY

- Learn how to turn client wins into content that builds trust before you pitch.
- Equip yourself with referrals and repeat business without spending a dollar on ads.
- Turn every proof point into a following that remembers and recommends you.

GROWTH WITHOUT BURNOUT

- Dominate your calendar and build a business that runs without you in every room.
- Become a celebrity leader your team trusts to make the calls.
- Strategically build systems that grow revenue while giving you your time back.

GILBERTO HERRERA has delivered Seminars, Executive Education Programs and Keynotes for...

BirminghamBusiness Resource Center · A.G. Gaston Business Institute · AAEA African American · Grow with Google · REI Live Real Estate Investing · Summit Media · Cydcor · Southern Company · ClubCorp The World Leader in Private Clubs · REV Birmingham · Birmingham Urban League, Inc. · Mercedes-Benz · Miles College · UAB The University of Alabama at Birmingham · Urban Impact Inc · Business Center · ¡HICA! · Community Action Partnership · NAACP Metro Birmingham Branch · Ed · The University of Alabama · 1MBB

WHAT INDUSTRY LEADERS And Top Thinkers Are Saying About Gilberto....



Chuck Faush

Radio and TV Personality, Chief Innovation & Growth Officer & CEO of 2150 Innovation Center at Miles College

"I always hire Gilberto as a consultant for my biggest events and to train my staff. No one can deliver value and information the way he does!"



Renae Dismuke,

PROJECT DIRECTOR, Community Action Association of Alabama, Inc.

"We are always seeking professional speakers that can provide ROI take-a-ways to assist our agencies remain top of mind and reach their customers more effectively. We also wanted a speaker that could deliver meaningful content to our board and executive staff and Gilberto did just that! Thanks for adding that extra value to our conference."

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WHAT INDUSTRY LEADERS AND TOP THINKERS ARE SAYING ABOUT GILBERTO....

"When it comes to Marketing and Sales, no one can do it like Gilberto, that's why I made it a point to partner with him and bring him in to teach our staff, our clients and even our young entrepreneurs"
- Bob Dickerson - CEO of Birmingham Business Resource Center

PROFIT FLOW STRATEGIES THAT INCREASE REVENUE

THE PROFIT FLOW™ SYSTEM

This group session is designed for service-based professionals and entrepreneurs who are ready to grow without chasing leads, guessing at strategy, or burning out. Participants will learn how to install The Profit Flow™, the five-part system that turns attention into premium clients and results into repeat business. This session breaks down positioning, marketing, sales, and follow-up into one clear path that drives predictable revenue.

After this program, you will be able to:

- Install a client acquisition system that brings in the right leads on autopilot.
- Convert more conversations into signed clients using a proven, non-pushy sales process.
- Build a delivery system that keeps clients happy and coming back for more.
- Turn client results into content that builds authority and drives referrals.
- Create the freedom to grow your business without doing everything yourself.

Audiences

Business Organizations, Universities, Economic Development Agencies, and Companies committed to helping their teams and members increase visibility, attract premium clients, and become trusted authorities in their industries without relying on outdated or high-pressure sales tactics.

Also:

Conference keynotes/breakouts, Association meetings, Corporate events, Banquets, Incentive Trips, Entertainment events, Stadiums and Venues, Colleges and Universities.



Gilberto coaching at a Private Mastermind



Gilberto Consulting with the City of Birmingham Mayor's Office

Customization Options: Keynote or Onsite Strategic Work Session

ALTERNATE TITLES:

- The Profit Flow™: 5 Keys to Predictable Revenue
- How to Build a Business That Grows Without You

Program Length

This program can be customized from 60 minutes (keynote/breakout) to half-day, full-day, and 2-day and weekly formats.

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WHAT INDUSTRY LEADERS AND TOP THINKERS ARE SAYING ABOUT GILBERTO....

"Gilberto has blown me away with his knowledge and expertise in business and marketing. We have him speak at the Why Not Win Institute yearly"

- Larry Thornton: McDonald's Franchise Owner, Why Not Win Institute

PROFIT FLOW STRATEGIES THAT INCREASE REVENUE

AI THAT ACTUALLY PAYS OFF

This interactive and results-driven session is designed to help service-based professionals and entrepreneurs use AI to save time, eliminate overwhelm, and build a business that runs smoothly without burning out. Attendees will learn how to implement simple AI tools and automation that lead to faster follow-up, smoother delivery, and higher profit margins.

After this program, you will be able to:

- Create AI systems that automate the busywork eating your time every day.
- Implement AI follow-up that turns more leads into paying clients fast.
- Identify the exact tasks AI can take off your plate this month.
- Build an AI-powered backend that runs whether you're working or not.
- Spend more time serving clients instead of managing spreadsheets and inboxes.

Audiences

Entrepreneurial organizations, professional associations, small business teams, and service-based companies looking to implement AI, automate operations, and equip their staff with systems that increase revenue and reduce burnout..

Also:

Conference keynotes/breakouts, Association meetings, Corporate events, Banquets, Incentive Trips, Entertainment events, Stadiums and Venues, Colleges and Universities.



Gilberto performs @University of Alabama at Birmingham



Gilberto @ Women In Business Mastermind

Customization Options: Keynote or Onsite Strategic Work Session

ALTERNATE TITLES:

- 5 Ways to Make AI Pay Off in Your Business
- How to Automate Without Losing the Human Touch

Program Length

This program can be customized from 60 minutes (keynote/breakout) to half-day, full-day, and 2-day formats.

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WHAT INDUSTRY LEADERS AND TOP THINKERS ARE SAYING ABOUT GILBERTO....

"Gilberto can not only teach the complex and make it simple, but he can also inspire participants to take action and apply what they learn, fast" – Dr. Patrick J. Murphy
– UAB Goodrich Endowed Chair for Innovation and Entrepreneurship

PROFIT FLOW STRATEGIES THAT INCREASE REVENUE

RESULTS INTO AUTHORITY

This interactive and results-driven program is designed to equip professionals with the tools, confidence, and structure needed to turn client wins into authority and referrals. During this session, attendees will learn proven systems for storytelling, proof-building, and reputation strategies that align with company goals and customer trust. This program is built for teams that are ready to dominate their market without the stress or guesswork

After this program, you will be able to:

- Create content from client wins that builds trust before you ever pitch.
- Implement a simple system for turning testimonials into new opportunities.
- Identify the stories that make your audience remember and recommend you.
- Build a reputation that brings referrals in without chasing them.
- Spend more time serving clients and less time explaining who you are.

Audiences

Organizations, associations, and small to large-sized companies who want to build trusted brands, increase referrals, and drive consistent revenue through proven authority and reputation systems.

Also:

Conference keynotes/breakouts, Association meetings, Corporate events, Banquets, Incentive Trips, Entertainment events, Stadiums and Venues, Colleges and Universities.



Gilberto performs @ Exit Realty Birmingham



Gilberto Keynote Speaker at Social Proof Tour

Customization Options: Keynote or Onsite Strategic Work Session

ALTERNATE TITLES:

- 5 Keys to Turning Results Into Referrals
- How to Build a Brand People Trust and Recommend

Program Length

This program can be customized from 60 minutes (keynote/breakout) to half-day, full-day, and 2-day formats.

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WHAT INDUSTRY LEADERS AND TOP THINKERS ARE SAYING ABOUT GILBERTO....

"Marketing Genius and dot connector. He can energize a room while teaching them how to get money in business" **– Cornel Wesley – Deputy Director for Department of Innovation and Economic Opportunity at the City of Birmingham**

PROFIT FLOW STRATEGIES THAT INCREASE REVENUE

GROWTH WITHOUT BURNOUT

This educational curriculum is designed to help business professionals build systems and teams that drive growth without draining their time. During this program, you'll discover how to lead, delegate, and scale without burning out. The result? A business that grows steadily while giving you your life back.

After this program, you will be able to:

- Create a team and systems that run your business without you.
- Implement simple leadership habits that keep growth and profit moving together.
- Identify the tasks you can hand off today to free up your time.
- Build a business that grows even when you're not working every hour.
- Spend more time leading your team and less time doing it all yourself.



Gilberto does a Keynote for a Leadership Retreat



Gilberto @ University of Alabama at Birmingham

Customization Options: Keynote or Onsite Strategic Work Session

ALTERNATE TITLES:

- 5 Keys to Growing Without Burning Out
- How to Lead a Business That Doesn't Need You in Every Room

Audiences

Organizations, Associations, small, medium and large-size companies who want to BUILD strong teams, DELEGATE with confidence, and GROW their business through proven leadership and systems.

Also:

Conference keynotes/breakouts, Association meetings, Corporate events, Banquets, Incentive Trips, Entertainment events, Stadiums and Venues, Colleges and Universities.

Program Length

This program can be customized from 60 minutes (keynote/breakout) to half-day, full-day, and 2-day formats.

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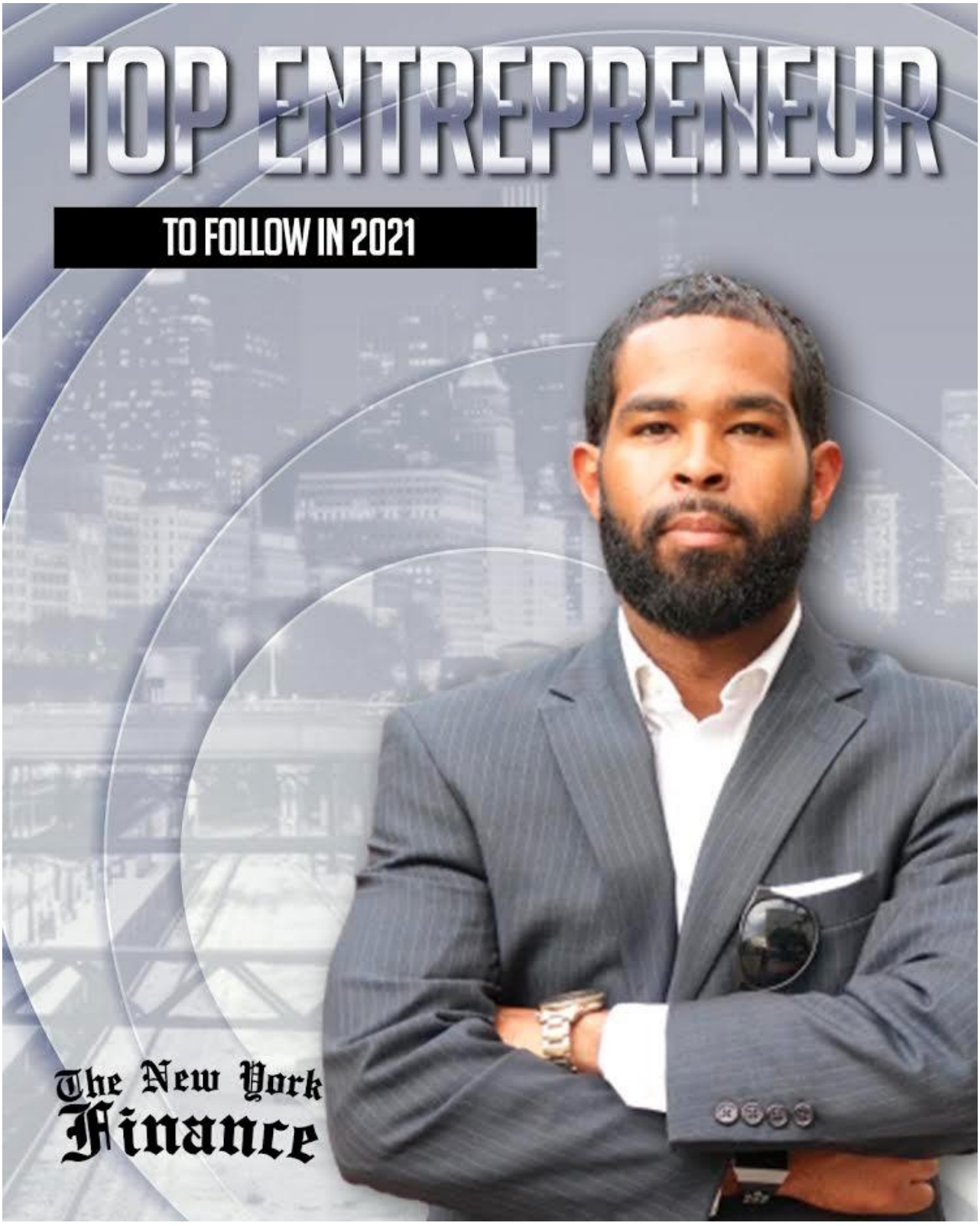




The New York Finance Feature

Top 15 Entrepreneurs To Follow in 2021

https://www.thenewyorkfinance.com/top-15-entrepreneurs-you-must-follow-in-2021-2/?fbclid=IwAR2kIP3xsFErQoqSIil6gO-lcjqB7IRjq4L_NPBqIp7rFrkNKG9ZjIbh2iA







Alabama's Grow with Google Coach

https://g.co/grow/digitalcoachAL



Grow with Google





TEDx Birmingham

How To Be A Good Mentor

https://youtu.be/tEwVCExNaTk







TEDx Birmingham
x = independently organized TED event

BALANCE





Outspoken with Joe Lockett Talk Show

Weekly on Alabama Cable Network

https://youtu.be/0qC9s7n293M









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Major Press Feature

NBC, CBS, Fox News, Miami News, Houston Weekly



Gilberto Herrera AKA The King of Increase Is The Spanish Immigrant That Helps Others Build Personal Wealth & Business Success in United States

NBC CBS FOX NEWS The New York Finance miami news network HOUSTON WEEKLY NEWS

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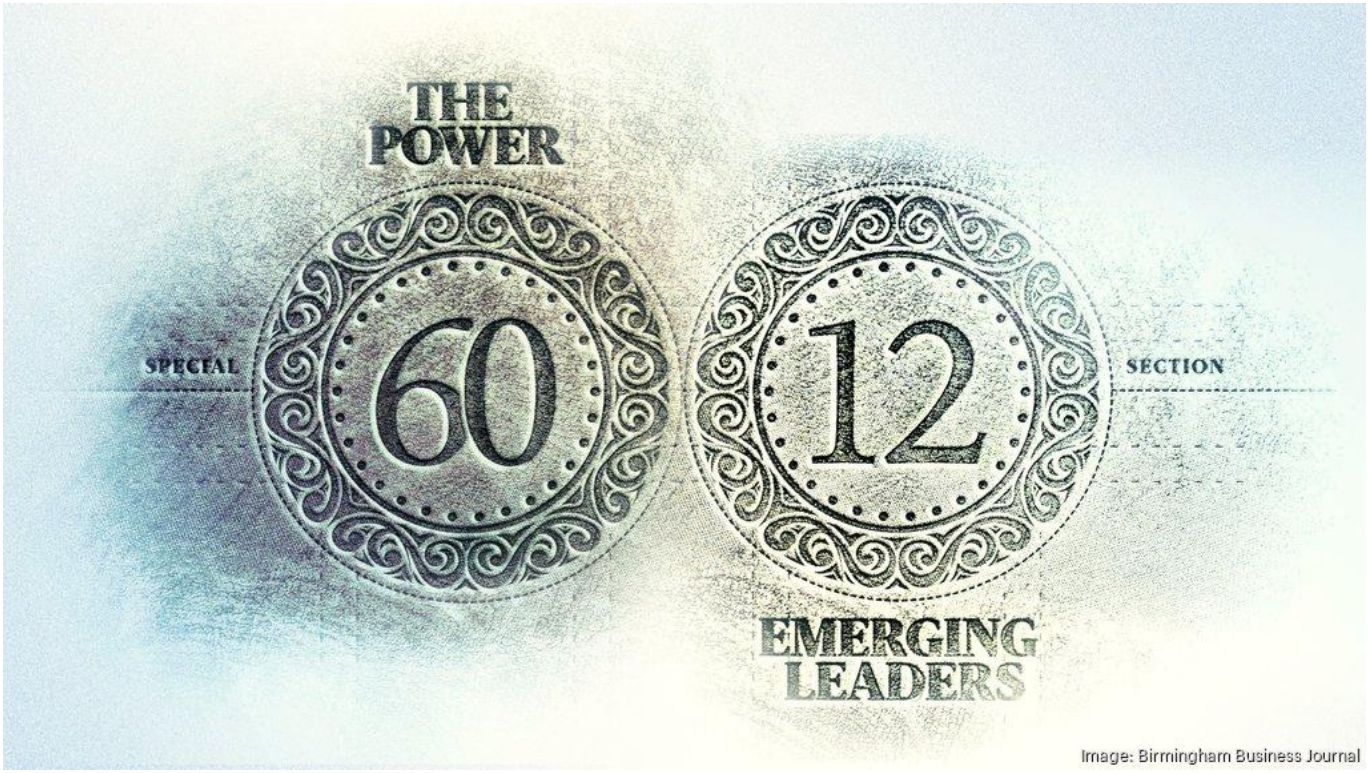






Major Press Feature

Birmingham Business Journal 2023 Emerging Influencer
https://www.bizjournals.com/birmingham/news/2023/07/25/meet-birminghams-emerging-influencers-for-2023.html









Major Press Feature

WBRC Fox 6 News Feature:
https://www.wbrc.com/2024/09/24/man-turns-life-around-looks-help-others-stop-cycle-violence/

B'ham man turns life around, looks to help others, stop cycle of violence



By Gillian Brooks
Published: Sep. 24, 2024 at 1:28 PM CDT

BIRMINGHAM, Ala. (WBRC) - Gilberto Herrera once ran with the wrong crowd, exposing himself to violence and hatred. Today, he stands on the outside, looking in.

Herrera said his reality was trauma, poverty-stricken homes, and better access to weapons than books. It was all he knew until he was exposed to something different.

"I was fortunate enough to be around some people who showed me how they live in Greystone and Stone Gate Farms. When I started to have access to that world, and you know, being around people that lived in families that are functioning and happy and thriving. So that made me realize that where I come from, you know, that's not the way," said Herrera.

Herrera now works in marketing, but he is passionate about helping other people who are just like him find a better life. Following Saturday's mass shooting, he posted on Facebook what he calls a letter to young boys in Birmingham. The post, that has now been shared more than 350 times, explains how he broke the cycle and how others can too.







Major Press Feature

Op-Ed in the Birmingham Business Journal:
https://www.bizjournals.com/birmingham/news/2025/05/23/guest-notebook-gilberto-business.html

Guest notebook: Birmingham's small businesses lead a new revolution

BIRMINGHAM BUSINESS JOURNAL

BBJ unveils honorees for 2025 HR Impact Awards >

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Image: Stanley Parrish with Pixel Outflow Studios

Gilberto Herrera

STANLEY PARRISH WITH PIXEL OUTFLOW STUDIOS

By Gilberto Herrera
May 23, 2025