

S A N D R A } M O R A L E S

Bios and topic lines

Everything a host, producer or program editor needs to introduce Sandra and describe what she speaks on. Use the version that fits the surface, as written.

IN THIS DOCUMENT

Spoken host introduction

Short bios — short, podcast, 100

250 words

Long form

The three topic lines

What a host reads before she walks on

About forty-five seconds. Written to be read aloud — please use it as written.

HOST INTRODUCTION

97 words

Our next speaker, Sandra Morales, is a healthcare entrepreneur, founder, CEO, and patient advocate who has spent the last 20 years building, operating, and evolving healthcare companies from the inside.

In 2006, she founded Kassy Health, a skilled home health organization serving Central Florida and Florida's Space Coast. Twenty years later, she's still running it. Since its founding, Kassy Health has served more than 30,000 patients and worked alongside more than 1,000 physicians. She is also the founder of Kassy Wellness, a private-pay precision medicine and longevity practice.

Today she's speaking on **[TALK]**.

Please welcome Sandra Morales.

Talk slot — one of: The Durability Advantage · Building Teams That Stay · The Biology of a CEO.

The short forms

SHORT BIO — PROGRAM GRIDS, SESSION CARDS (ALSO USED FOR PODCAST INTROS)

67 words

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100 WORDS — WEBSITE, EVENT APP

101 words

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250 words — keynote and featured-speaker pages

250 WORDS

226 words

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That experience has shaped how she thinks about leadership: building a company is one skill. Building one that can adapt, endure, and continue creating value decades later is another.

She is also the founder of Kassy Wellness, a private-pay precision medicine and longevity practice.

Two years after her daughter was born, at 37, her health began to change. She was leading a healthcare company while struggling to understand what was happening inside her own body. She realized she was managing her business through data, KPIs, strategy, and constant optimization but she wasn't managing her own biology with the same intention.

She speaks on three themes: The Durability Advantage, Building Teams That Stay, and The Biology of a CEO. She speaks for chambers of commerce, business and leadership organizations, women's leadership groups, executive audiences, conferences, and podcasts.

Long form — media kit, speaker page

LONG BIO

326 words

Sandra Morales is a healthcare entrepreneur, founder, CEO, and patient advocate who has spent the last 20 years building, operating, and evolving healthcare companies from the inside.

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That experience changed the way she thinks about health, leadership, and longevity.

Today, her work sits at the intersection of healthcare, entrepreneurship, operational innovation, leadership, and human performance. She speaks and writes about three core areas:

The Durability Advantage — What 20 years of entrepreneurship teaches you about durability, reinvention, resilience, and building a company designed to last.

Building Teams That Stay — How leaders create cultures and organizations people want to grow with for years, not quarters and what that requires from the person at the top.

The Biology of a CEO — Why leaders who obsess over the performance of their companies must learn to bring that same level of attention to their own biology, energy, health, and longevity.

She speaks for chambers of commerce, business and leadership organizations, women's leadership groups, executive audiences, conferences, and podcasts.

For a one-sheet or an inquiry reply

In her own words. Listed in the order they are offered; The Biology of a CEO is always last.

The Durability Advantage

What 20 years of entrepreneurship teaches you about durability, reinvention, resilience, and building a company designed to last.

Building Teams That Stay

How leaders create cultures and organizations people want to grow with for years, not quarters and what that requires from the person at the top.

The Biology of a CEO

Why leaders who obsess over the performance of their companies must learn to bring that same level of attention to their own biology, energy, health, and longevity.

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