



KEYNOTE SPEAKER · LONDON

# Jimena Serfaty

*Built different. Fine with it.*

97

COUNTRIES VISITED

5

LANGUAGES (2 FLUENT)

3

PODCAST APPEARANCES

## SHORT BIO

Jimena Serfaty is a London-based keynote speaker, founder and storyteller from Argentina. She has lived in five countries, travelled to almost 100 and built a business from scratch in her second language. On stage, she tells honest stories about unconventional paths, backing yourself and building differently.

*Available for: keynotes, panels, podcasts, community events and workshops.*

## FULL BIO

Jimena Serfaty is a London-based keynote speaker, founder and storyteller from Argentina. She has lived in Argentina, New Zealand, Australia, Spain and the United Kingdom, knows five languages, is fluent in two, and has travelled to almost 100 countries. She once spent eight months travelling overland from London to Singapore without taking a single flight.

Her career has taken her through hospitality, retail, travel, operations, technology, entrepreneurship and product building. She built Jimmy & Co from scratch in her second language and later created HolaDear, a digital postcard platform she built and launched in seven weeks before it was accepted into the Web Summit ALPHA programme.

Jimena speaks to founders, teams and multi-passionate people who were told to pick one thing, wait for permission or follow a conventional path.

# KEYNOTE TALKS

## FORMAT

20 to 60 minutes

## DELIVERY

In person and virtual

## LANGUAGES

English and Spanish

## BASED IN

London, United Kingdom

### The Day I Stopped Asking

*Stop waiting for permission to live the life you already know you want.*

You know exactly what you want. You have probably known for longer than you admit. But you are waiting for the right moment. The right people. The right sign. Jimena shares the moment she realised that other people did not need to understand the decision before she made it.

Best for: Founder events, women's leadership, university keynotes, Latino/Latina audiences

### Too Many Tabs Open

*You were not unfocused. You were just in the wrong room.*

For the person who has been told to pick one thing their whole life. Jimena challenges the idea that a successful life or career must follow one clear, linear path and shows how curiosity, different skills and seemingly disconnected interests can become an advantage.

Best for: Entrepreneur summits, career conferences, corporate L&D, creative communities

### You Were Never Meant to Fit In

*Stop forcing yourself to fit the room. Build something that works for you.*

Jimena looks at what happens when you stop building your life, career or work around what is expected of you and start building around how you actually think and operate. Sometimes, you are simply trying to make the wrong thing work.

Best for: D&I programmes, founder communities, leadership offsites, multicultural teams

### Built Under Pressure

*Work with what you have. Not what you wish you had.*

A talk about looking at what is available, working out what matters and finding a way forward. Resourcefulness is not something you either have or you do not. It is something you learn by moving before the conditions are perfect.

Best for: Startup teams, high-pressure environments, operational leaders, under-resourced orgs

## APPEARANCES



### Nomad Summit Podcast

Podcast guest · Episode 60

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### Virtual Excellence Academy

Panelist · Solo Travel 101

April & June 2026



### The Maverick Show

Podcast guest · Episodes 341

and 342

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