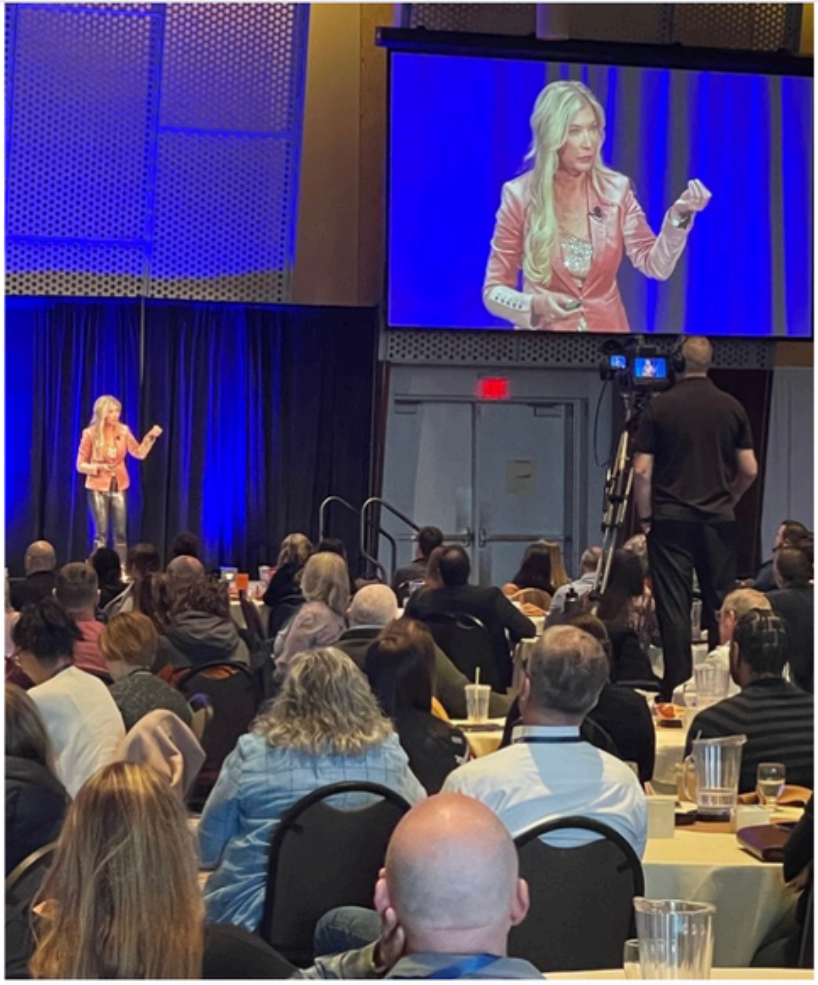














PAMELA BARNUM

THE TRUST AGENT

The Undercover Playbook for Trust, Influence, and High-Stakes Decisions

SPEAKER PACKAGE

Former Undercover Drug Enforcement Officer · Federal Prosecutor · Two-Time TEDx Speaker

PAMELA BARNUM · THE TRUST AGENT

AT A GLANCE

Every leader is running a trust account. Most are in overdraft and don't even know it.

Pamela Barnum spent years undercover in drug enforcement as the only woman in her unit, then became a federal prosecutor. Today she shows leaders how trust is earned, tested, and lost under pressure, and gives audiences tools they use the next morning.

100% found the session valuable

99% want to hear her again

96% found it actionable

6,500+ verified responses across 135+ talks

Source: verified, anonymous attendee feedback collected through Talkadot

THE TRUST TRILOGY

Each stands alone. Full descriptions on pages 5–7.

CRACK THE CODE

How Leaders Signal Credibility, Build Trust, and Influence Outcomes

"You know what you meant. Your team decides what they believe."

TACTICAL INFLUENCE™

Shape Outcomes With Precision and Integrity

"You might get a yes. That doesn't mean you've earned cooperation."

THE DECISIVE EXCHANGE

Confidence When Everything Is on the Line

"Nobody hands you confidence. You build it in the moments you'd rather avoid."

FORMATS

Keynote: 45–90 minutes
Workshop: 90 minutes to 3 hours
In person or virtual
Interactive game: Oh SIT

BEST FOR

Leadership conferences and association annual meetings, sales and client-facing teams, law enforcement and military leadership, women's leadership events

For bookings, please contact Michael Kaye @ K&M Productions Speakers & Shows
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PAMELA BARNUM, M.P.A., J.D.

MEET PAMELA

The Trust Agent · Two-Time TEDx Speaker

Pamela Barnum spent years working undercover in narcotics enforcement as the only woman in a Drug Enforcement Unit of dozens of specialized officers. In that environment, reading people accurately and building trust quickly weren't nice-to-have skills. It was her job.

She left policing to attend law school, then spent the next phase of her career as a federal prosecuting attorney, sharpening those same instincts in courtrooms. By the time she shifted her focus to speaking and consulting, she had two decades of real-world evidence for what actually builds trust between people and what quietly destroys it. That's what she teaches now.

Pamela works with organizations to build trust, communication, and influence, equipping audiences with practical tools to read nonverbal cues, navigate high-stakes conversations, and build credibility that holds up under pressure. Her frameworks come from the field, not a textbook, and translate directly into the dynamics most professionals face every day: negotiations, leadership, sales, and team culture.

She has delivered two TEDx talks and regularly contributes to radio, television, and print media in Canada and the United States.

Pamela's keynotes are sharp, grounded, and immediately applicable. Audiences leave with specific techniques they can apply the next morning.

SHORT BIO FOR PROGRAMS & EMAILS

Pamela Barnum is a former undercover drug enforcement officer and federal prosecutor known as The Trust Agent. A two-time TEDx speaker, she shows leaders how trust is earned, tested, and lost under pressure, with tools audiences use the next morning. Clients include Google, AT&T, the Federal Reserve Bank of Chicago, and the U.S. Army.

ON TELEVISION

BUILDING BAD Co-host **ANCIENT JUSTICE Co-host**

HEARD AND SEEN ON

SIRIUSXM **CBC NEWS** **CTV** **NBC** **GLOBAL NEWS** **TEDx**

FOR YOUR EMCEE

SPEAKER INTRODUCTION

Pamela Barnum equips leaders with high-stakes communication strategies that turn trust into a measurable competitive advantage.

Before stepping onto corporate stages, Pamela spent years working deep undercover in drug enforcement, where trust wasn't optional, and credibility was everything. Embedded for months at a time, she learned how people signal intent, reveal resistance, and decide who to believe, often before a word is spoken.

After law school, Pamela brought those same skills into the courtroom as a federal prosecuting attorney, where communication, perception, and credibility directly shaped outcomes.

Today, Pamela translates that real-world experience into practical, science-backed strategies leaders can use to communicate with clarity, build trust faster, and influence outcomes more effectively. Known for her compelling stories and immediately actionable insights, Pamela delivers tools audiences can apply the same day to lead with confidence and credibility.

PLEASE WELCOME PAMELA BARNUM.

THE TRUST TRILOGY · 01 OF 03

CRACK THE CODE

How Leaders Signal Credibility, Build Trust, and Influence Outcomes

> **You know what you meant. Your team decides what they believe.**

Undercover, Pamela stayed safe by earning the trust of people who had every reason to doubt her. In the courtroom, she watched juries decide who to believe, often before a witness finished a sentence. Both rooms taught her the same thing: people don't judge your intentions. They judge what they see and hear from you, especially when you're under pressure.

Crack the Code shows leaders how credibility actually gets assessed, through their words, their behavior, and how they respond when challenged, and how to catch the gap between the message they meant and the one that landed before it costs them.

AFTER THIS SESSION, ATTENDEES WILL BE ABLE TO

01 Recognize signs that trust may be slipping, check what's behind them, and respond before the conversation gets further off track.

02 Stay composed under pressure and speak with credibility when challenged, questioned, or caught without an answer.

03 Look beyond someone's words, test their assumptions, and ask questions that surface what matters.

BEST FOR

Leadership conferences, association events, sales and client-facing teams.

FORMATS

Keynote, 45–90 minutes · Workshop, 90 minutes to 3 hours · In person or virtual

THE TRUST TRILOGY · 02 OF 03

TACTICAL INFLUENCE™

Shape Outcomes With Precision and Integrity

> **Push harder. Repeat yourself. Pull rank. You might get a yes. That doesn't mean you've earned cooperation.**

Undercover, Pamela had to move people she couldn't command. Push too hard and she didn't just lose the deal. She risked exposure. That's where she learned the difference between a yes you extract and cooperation you earn.

Tactical Influence™ gives leaders a way to make a clear case, work through resistance, and hold their ground without turning every disagreement into a contest. The standard is simple: influence you'd be comfortable explaining to the person you used it on.

AFTER THIS SESSION, ATTENDEES WILL BE ABLE TO

01 Move decisions forward by uncovering concerns, making a clear ask, and finding a next step people can commit to.

02 Get buy-in from peers, clients, and other departments without the authority to make them say yes.

03 Respond to pushback with composure, knowing where they can be flexible and what they need to stand behind.

BEST FOR

Corporate leaders and managers, law enforcement and military leadership, cross-functional teams.

FORMATS

Keynote, 45–90 minutes · Signature three-hour workshop · In person or virtual

THE TRUST TRILOGY · 03 OF 03

THE DECISIVE EXCHANGE

Confidence When Everything Is on the Line

> **Nobody hands you confidence. You build it in the moments you'd rather avoid.**

Leaders rarely lose their footing in the big strategy meeting. They lose it when they're challenged in front of the room, when a decision won't wait for perfect information, and in the hard conversation they've been putting off for weeks.

Drawing on undercover operations and federal prosecution, Pamela shows leaders how to prepare for those moments, hold their position when they're tested, and act before they feel ready. Confidence isn't the absence of doubt. It's knowing what to do with it.

AFTER THIS SESSION, ATTENDEES WILL BE ABLE TO

01 Walk into high-pressure rooms prepared, composed, and clear on what they need to say.

02 Hold their position when challenged, questioned, or put on the spot, without getting defensive.

03 Make and own decisions with incomplete information, and recover quickly when something goes sideways.

BEST FOR

Emerging and mid-level leaders, leaders stepping into bigger roles, women's leadership events, sales teams, teams facing change or crisis.

FORMATS

Keynote, 45–90 minutes · Workshop, 90 minutes to 3 hours · In person or virtual

FOR MEETING PROFESSIONALS

BUILT FOR YOUR ROOM

Not recycled from the last one. Here's how every engagement runs.

01 KICKOFF CALL · 4-6 WEEKS OUT

Pamela asks who's in the room, what they're up against, and what they need to walk out with. The keynote is built from that call.

02 PLANNING

Pamela works with your team on AV, timing, run of show, and interactive elements, so nothing lands on your desk at the last minute.

03 ARRIVAL

She typically arrives the day before, texts your on-site contact when she lands, and meets your AV team early. VIP receptions, small-group sessions, and meet-and-greets are available when travel allows.

04 ON STAGE

A keynote customized to your audience, the Oh SIT game if you want it, and a downloadable notes PDF for attendees that you approve in advance.

05 AFTER

Attendees give anonymous feedback by QR code before they leave. You get the raw data by the next day, then a one-page feedback report with scores and comments.

INCLUDED IN EVERY ENGAGEMENT

Keynote customized from the kickoff call.
Oh SIT interactive game (optional).
Attendee notes PDF.
Anonymous audience feedback and a one-page report.
Short video inviting your attendees, on request.
Free use of her bio, intro, and photos in your program, emails, and social posts.

OH SIT

SITUATION · INTENTION · TRUST

The whole room stands. Pamela delivers 10 custom questions for your room. Answer correctly and stay standing, incorrect - oh sit, ha The last person standing wins a prize. She's run it with former FBI and CIA professionals and with corporate teams, and it's built for skeptical rooms.

PROOF

WHAT CLIENTS SAY

"Pamela's backstory and presentation style are super intriguing and engaging."

Group Marketing Manager
Google

"Pamela's content and delivery were exceptional, and we received great feedback from both in-person and virtual attendees."

Jack Maher, Director, Credit M&P and Supplier Management
AT&T

"We are still getting thanks and comments that the presentation was excellent, engaging and interesting."

Stacy Simpson, Business Ethics & Compliance
Con Edison

"Extremely positive comments were received on her presentation and most importantly - the actionable takeaways she provided."

David M. Salvador, VP
Gogo Business Aviation

"Every sales team should be lighting up her phone for future events!"

Dan LaBert, CEO
NAILBA

"Find a way to hear her speak, you won't be disappointed."

Attendee
U.S. Army 1st Armored Division

"Working with Pamela is a pleasure. She is a true professional in evers sense of the term. Listening to Pamela speak is like having a conversation with a close friend. You will be moved to be a better you."

David Mastin, Director of Franchise Advancement
Window World

"If you are looking for a speaker who is down to earth, an expert in the field, and fierce, look no further. She worked directly with our planning committee and is one of the easiest speakers we've ever worked with. She exceeded expectations!"

Dr. Jaimis Ulrich, Conference Coordinator
International Institute of Municipal Clerks

ORGANIZATIONS PAMELA HAS WORKED WITH

TECHNOLOGY



FINANCE & INSURANCE



CORPORATE



GOVERNMENT, MILITARY & LAW ENFORCEMENT



REAL ESTATE



HEALTHCARE



ASSOCIATIONS, EDUCATION & NON-PROFIT

