



2024 Page Annual Conference



Charlene Wheelless
CEO, Charlene Wheelless LLC

Charlene Wheelless is a multifaceted powerhouse in the business world. She blends over 30 years of extensive experience in leadership, communications, and operations with a personal journey that exudes authenticity and resilience. As a highly sought-after keynote speaker, leadership advisor/coach, and author, she has empowered executives and teams globally to achieve breakthrough performance and transform business cultures.

Charlene began her public life as an NFL cheerleader, performing in front of millions, which honed her presence and poise for the stage. Her mission is deeply rooted in helping ambitious women embrace life with unapologetic authenticity. This commitment is evident through her "SOAR and Be Seen" keynote, inspiring countless international professionals. Her debut book, "You Are Enough! Reclaiming Your Career and Life with Purpose, Passion, and Unapologetic Authenticity," was a bestseller in 2021, winning three independent book awards for best non-fiction and inspirational books of the year.

At Charlene Wheelless LLC, she leverages her vast business acumen to assist organizations in achieving their goals. She also served as a senior advisor for equity and justice at APCO Worldwide, guiding C-suite leaders and companies in implementing effective DE&I initiatives. Charlene's multidisciplinary business skills were honed through roles at multinational companies like Raytheon, CGI, PRC (Now Northrop Grumman), and DynCorp, handling global communications, crisis, issues, reputation risk, and business operations management. As the Principal Vice President of Corporate Affairs at Bechtel Corporation, she provided C-suite counsel



on marketing, business development, strategy, international affairs, and talent engagement.

Her insights have been featured in major publications like Forbes, Business Insider, Thrive Global, and PRWeek, as well as on networks like ABC and Fox. Charlene's leadership and expertise are recognized by her inclusion in Marshall Goldsmith's prestigious 100 Coaches community and certifications in leadership disciplines from Georgetown University and the International Coaching Federation (ICF). She also holds a bachelor's degree in journalism and two master's degrees in public communication and business administration.

Charlene has coached, spoken for, and worked with global industry leaders like IBM, Google, Northrop Grumman, Raytheon Corp., Lockheed Martin, Cisco, General Motors, The U.S. Air Force Academy, and National Geographic. She has also been the spokesperson for multinational giants, including Bechtel, CGI, and DynCorp. She has played pivotal roles in over ten mergers, acquisitions, and divestitures, leading to successful rebranding and accretive value for owners and shareholders.

As a speaker, Charlene's TEDx talk "CHOICE NOT CHANCE!" and her keynotes offer practical and empowering steps for breaking down fear, overcoming obstacles, and making bold business and life choices. Her service on several boards, including NO MORE, The Page Society, the Page Center, and the Institute for Public Relations Research, underscores her unwavering dedication to driving meaningful change. As the past chair of the Page Society, HCA Healthcare Virginia, and the Diversity Action Alliance (DAA), she is at the forefront of advocating for equity and justice.

Charlene is more than a speaker; she is a beacon of resilience. Her journey from corporate roles to starting multiple companies, coupled with her dedication to empowerment and authenticity, makes her an unparalleled choice for speaking engagements and business advisory roles that drive change, foster leadership, and embrace life's challenges with courage, resilience and unapologetic authenticity.