

J.B. Herrera

AI that serves your mission, built around the values your organization already holds.



J.B. Herrera is the founder and CEO of Synergi AI, a Sacramento firm that designs values-driven AI for small and mid-sized organizations. Trained in philosophy and psychology at Santa Clara University and shaped by Jesuit thought, he helps leaders adopt AI on their own terms. They set the bright lines and guardrails. The black box becomes a glass box.

He serves on the Small Business Majority California State Council and is the author of *Collaborative Capitalism*.

FORMAT

45-min talk + 15-min Q&A

DELIVERY

In person or virtual

ALSO AVAILABLE

Half-day workshop

Four talks, each built around one clear argument

01

When Bigger Needs to Be Better

Programs often grow faster than the systems behind them. Learn the four stages every organization moves through, and the one pair of systems to get right first.

02

Measuring What the Balance Sheet Misses

Financial reports can't tell you if your organization is healthy. Meet the Ecosystem Health Index: seven separate signals, never rolled into one score.

03

Values-Driven AI: Why Smaller Organizations Hold the Advantage

Big tech builds AI for everyone. You can build it around your own values and community, an edge that size can't buy.

04

From Black Box to Glass Box

Put AI to work inside the bright lines and guardrails your team defines, so it stays transparent, accountable and unmistakably yours.

Host, Global Speakers Talk Summit (monthly)

Guest, The Thoughtful Entrepreneur podcast

Presenter, IMS Think Tank Executive Group

Book J.B.

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jbherrera.com/speaking

When the talk ends, the work can begin.

Audiences often ask what comes next. J.B. offers three ways to keep going, each one built around the values your organization already holds.

Insight 360

ALIGN · STRATEGIZE · EXECUTE

A guided system that turns your mission into a working plan. AI agents help at every step, inside the bright lines and guardrails you set.

Best for: leadership teams and boards ready to act on strategy.

The Small Business Mastermind

PEER LEARNING

A peer group of leaders who meet regularly to solve real problems together. Open to nonprofit leaders and to the members and donors in your network.

Best for: executive directors and the businesses that support you.

Education, Training & Consulting

GROUP OR ONE ORGANIZATION

AI skills training inside the Mastermind, or designed for one organization: workshops for staff, boards and volunteers, plus focused consulting.

Best for: teams that want hands-on skills they can use the next day.

Ideal audiences

- Nonprofit leadership conferences
- Association annual meetings
- Board and staff retreats
- Foundation and grantee gatherings
- Chamber and community forums

What organizers can expect

- One clear argument, carried the whole way
- The framework on screen as he speaks
- 15 minutes of open Q&A
- Framing chosen to fit your audience
- Half-day workshop for 12–40 people

BOOK A TALK

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Synergi AI

Human Brilliance * Amplified by AI

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