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Woman of Distinction

Entrepreneurship



Nayli Russo
Founder and CEO
Russo Leadership

Nayli Russo is a leadership strategist, speaker, and the founder of Russo Leadership, a consultancy dedicated to building leaders who can perform under pressure without losing themselves or their teams. As a Latina entrepreneur, Nayli has built her career around one conviction: power is chosen, not given. Her work helps individuals and organizations break free from inherited scripts, lead with intentionality, and build high-performing cultures rooted in clarity, courage, and cohesion.

Through Russo Leadership and her personal development platform, Become Undeniable, Nayli equips emerging and established leaders with the tools to lead authentically—without

shrinking, code-switching, or waiting for permission. Her frameworks, including Strategic Identity™, Internal Identity Integrity™, and the Leadership Spectrum™, have helped thousands of leaders strengthen their voice, presence, and impact.

A mother, builder, and advocate for underestimated talent, Nayli champions a world where girls grow up knowing they never need to trade who they are for the power they seek. She is committed to expanding access, representation, and opportunity—ensuring the next generation of leaders rises with agency, integrity, and undeniable confidence.