



CAPITOL CITY SPEAKERS BUREAU

EXCLUSIVE SPEAKER



www.AprilSimpkins.com



April Simpkins

INTERNATIONAL KEYNOTE
SPEAKER

MEDIA KIT

About April



April Simpkins is a seasoned multi-certified HR Executive with 30 years of experience.

- April has assisted over 1,000 businesses in optimizing their human capital.
- April advises leaders nationwide and presents at esteemed institutions like Harvard University Extension School and The Citadel.
- April holds multiple board positions, including those with the SC Small Business Development Centers (SCSBDC), the Duke Energy Advisory Council, and the York County Natural Gas Authority.



Keynote Speaker



**Energetic
Relatable
Informative**



April commands the stage as a keynote speaker, drawing on over 30 years of professional and personal experience. April draws her audiences in through captivating storytelling and razor-sharp analysis that challenges conventional thinking. She compels listeners to reassess their approach to leadership and embrace the transformative power of authentic leadership.

April leaves the stage with attendees ready to lead boldly and adapt fearlessly. Attendees leave inspired and with action items they can implement immediately.

Testimonials

“April is the ideal choice for your stage if you want a mental health speaker who can inspire hearts and change minds with credibility, honesty, and care.”

- Ashley

CHRO - Private Equity Firm

“April’s keynote on leadership was grounded in compassion and realism, making it especially relevant for organizations facing retention issues or cultural shifts.”

-Dan

CEO - Mergers & Acquisition

Speaker Topics



Leading the Culture:

How Leadership Shapes Engagement, Retention, and Recruitment

This presentation is packed with strategies leaders can implement immediately, from building psychologically safe teams to integrating well-being into the employee experience. Attendees will leave with a better understanding of how intentional leadership creates cultures where people stay, grow, and thrive.

Mind the Gap:

Leading a Multigenerational Workforce with Intention and Inclusion

April addresses the communication breakdowns, cultural clashes, and leadership blind spots that often emerge between generations. Attendees will gain strategies for navigating countercultures, fostering inclusion, and building environments where every generation contributes and feels valued.



Beyond Burnout:

5 Keys to Protecting Your Mental Health At Work

This session is an education for employees and a call to action for leaders. April explores the cultural barriers that prevent teams from speaking up and offers practical ways organizations can create safer, more supportive workplaces.

Past Clients



*City of Charleston
South Carolina*



NOAA



UNIVERSITY OF
South Carolina



National
Urban League



TangerOutlets



Mental Health Advocate



April has relentless determination, and she has tirelessly championed the cause of breaking the stigma of mental illness.

April became a nationally visible advocate following the passing of her beloved daughter, Miss USA 2019, Cheslie Kryst, who battled depression for many years.

She has shared Cheslie's story, emphasizing the importance of mental health with audiences nationwide and on national programs.

Her unwavering commitment and relentless drive serve as a testament to her unwavering dedication to the cause.



Credentials

- Ambassador for the National Alliance on Mental Illness (NAMI)
- Board member for NAMI Piedmont Tri-County,
- Certified in Mental Health First Aid
- Certified in Emotional CPR (eCPR)
- Trained in QPR Suicide Prevention



Best Selling Author



Published in April 2024, the deeply moving memoir, *By The Time You Read This, The Space Between Cheslie's Smile and Mental Illness*, is co-authored by Cheslie Kryst and April Simpkins.

An instant New York Times best-seller, it is a powerful testament to resilience, courage, and the human spirit.

April shares this story and mental health resources in hopes of reaching those who are wrestling with mental illness.

With relentless determination, she has tirelessly championed the cause and become a more visible advocate following the passing of her beloved daughter, Miss USA 2019—Cheslie Kryst, who battled depression for many years.



National Press / Social Media



LINKEDIN
15,000 followers



INSTAGRAM
28,000 followers



Cheslie Kryst's New Memoir Reveals Agony Before Suicide
(Exclusive Excerpt - people.com)



How April Simpkins is Keeping Cheslie Kryst's Legacy Alive
(tamronhallshow.com)



Cheslie Kryst's Mother on How She Processed Her Daughter's Suicide
(oprahdaily.com)



Miss USA Cheslie Kryst's Mother Speaks About Her Successes, Struggles, and Suicide (katiecouricmedia)



How Cheslie Kryst's Mom Believes She's Celebrating Memoir Release (extratv.com)



Cheslie Kryst's New Memoir Reveals Agony Before Suicide
(Exclusive Excerpt - people.com)

The Podcast



“Mental health at work is messy—and we don’t talk about it enough.”

-April Simpkins

In her highly anticipated solo podcast, April Simpkins talks frankly about the silent battles we all face at work.

“We’re done with the silence.”

April has spent decades watching people try to smile through burnout. Showing up at work, telling everyone you’re fine, knowing behind your mask you are mentally spiraling.

On her podcast, April breaks down the stressors of modern work and shares practical tools to help you protect your peace and your paycheck.



POPULAR EPISODES

Ep. 5 Unmuted: The Silent Struggles of Remote Work

Ep. 3 The Dangers of Toxic Positivity

Ep. 2 The Hidden Mental Labor of Being The Go-To Person At Work

Awards and Recognition

- 2025 - NAACP Image Award Nominee
- 2025 - Resilient Leadership Award
- 2024 - Jack Holladay Community Champion Award
- 2024 - Distinguished Service Award - Johns Hopkins Medicine - A Woman's Journey

- 2024 - Top Movers And Shakers of the Accounting Industry - Visionary HR Leader
- 2022 - 100 Women To KNOW In America
- 2022 - Mental Health Advocate Of The Year
- 2021 - President's Award - Women Presidents Organization

- 2020 - Unsung Hero Award
- 2020 - Women In Business Achievement Award
- 2018 - Fort Mill, Tega Cay Business Person Of The Year

- 2016 - 50 Most Influential Women Award
- 2011 - Mover & Shaker Award - Business Leader Magazine





Booking



**April Simpkins is Exclusively Represented
by Capitol City Speakers Bureau**



Please reach out to
Katheryne Rehberg,
Partner at CCSB to
book April Simpkins
for your engagements.

Katheryne.Rehberg@gmail.com
217-855-7341



CAPITOL CITY SPEAKERS BUREAU

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Leading the Culture:

How Leadership Shapes Engagement, Retention, and Recruitment

This high-impact keynote explores the undeniable connection between leadership and workplace culture and how that connection directly affects one's ability to attract, engage, and retain top talent. Drawing on more than thirty years of HR experience and data-driven insights, April Simpkins reveals how leadership behaviors create the blueprint for culture through what they expect, accept, reward, and discipline.

This presentation is packed with strategies leaders can implement immediately, from building psychologically safe teams to integrating well-being into the employee experience. Attendees will leave with a better understanding of how intentional leadership creates cultures where people stay, grow, and thrive.



April Simpkins,

SHRM-CP, PHR

National Workplace Strategist

Booking Information

Katheryne.Rehberg@gmail.com

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Attendees Will Leave With:

- A deeper understanding of how leadership directly shapes workplace culture
- Practical tools to boost engagement, retention, and recruitment
- Strategies to align leadership behavior with organizational values
- Techniques for building psychologically safe and inclusive teams
- Insights into how to lead with visibility, empathy, and intention

Ideal Audience

- Executives
- Directors
- Senior Managers
- HR Teams
- Talent Development Professionals
- Higher Education Institutions

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Mind the Gap:

Leading a Multigenerational Workforce with Intention and Inclusion

With five generations in today's workforce, leaders must evolve beyond one-size-fits-all management. In this timely and engaging presentation, April Simpkins, Certified Diversity Professional and expert in Generational Diversity, equips leaders with the insights and tools they need to bridge generational divides.

Using elements of her 21st Century Leader(ship) Development Program, April addresses the communication breakdowns, cultural clashes, and leadership blind spots that often emerge between generations. Attendees will gain strategies for navigating countercultures, fostering inclusion, and building environments where every generation contributes and feels valued.



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Attendees Will Leave With:

- Awareness of generational traits and workplace expectations
- Tools to address communication gaps between age groups
- Strategies to dissolve countercultures and promote inclusion
- Actionable ways to apply inclusive leadership in multigenerational settings
- A framework from the 21st Century Leadership Development Program to build cross-generational cohesion

Ideal Audience

- Executives
- Directors
- Senior Managers
- HR Teams
- Talent Development Professionals
- Emerging Leaders

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Beyond Burnout:

5 Keys to Protecting Your Mental Health at Work

Description

Stress is part of the job in today's workplace, but suffering in silence shouldn't be. In this compelling keynote, April Simpkins shares five essential strategies for protecting mental health at work, drawing from her decades of HR experience and personal advocacy journey. From setting healthy boundaries to understanding your rights and available resources, April provides attendees with practical tools they can use immediately.

This session is an education for employees and a call to action for leaders. April explores the cultural barriers that prevent teams from speaking up and offers practical ways organizations can create safer, more supportive workplaces. Whether you're dealing with burnout or leading others through it, this talk will help you move from silence to strength.

Attendees Will Leave With:

- 5 actionable keys to support personal mental wellness at work
- A clearer understanding of their rights and mental health resources
- Tools to advocate for themselves and others
- Leadership level insights to foster psychological safety and model healthy behaviors
- A renewed commitment to making workplaces where mental health is a priority



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Ideal Audience

- Executives
- Wellness Directors
- Senior Managers
- Mental Wellness Advocates
- HR Leaders
- Supervisors
- Employees

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