



Speaker · Entrepreneur · Brand Strategist

Talks that light the room — and leave them with a *plan.*

Willa Kammerer helps entrepreneurs, professionals and industry leaders build personal brands that create authority, open doors and drive business growth.

She is the founder of **Firestarter**, a brand and growth ecosystem for thought leaders, entrepreneurs and experts. In Firestarter's first chapter, she built a **multi-7-figure creative agency** making brand films for clients including **Harvard** and **Qantas**, and directed the **award-winning** documentary *Starting at Zero*, interviewing **five U.S. governors**.

She hosts **The Firestarter Podcast** and is writing two books, *Brand on Fire* and *Caliber*. Based in Mystic, Connecticut, she speaks nationally, internationally and virtually.

Where I've spoken

Speaker Life Summit

Upcoming · Scottsdale, AZ · Jan 2027

Life on Fire Live

Dallas, TX · Oct 2026 · Featured speaker

Goldman Sachs 10,000 Small Businesses

Cohort speech · 2020 · Gov. Raimondo

Empire Partners Mastermind

Fort Collins, CO · Sep 2026 · Fireside

Scale to Success Summit

Charlotte, NC · Nov 2025 · with Dave Sanderson

Michelle Cunningham Retreat

Outer Banks, NC · Nov 2025 · Training

Virtual: The Next Chapter Summit · The Millionaire Playbook · RISE

"The messaging that she shared from her heart touched my heart so personally."

Tricia Lyn Scott, attendee

"Very powerful presentation!"

Richard Lowe, attendee

As featured by



THE MILLIONAIRE PLAYBOOK



Speaker Life

THE NEXT CHAPTER SUMMIT

The signature talk

BRAND ON FIRE

The five must-haves of a million-dollar personal brand.

Willa opens with her own story: a tech stack held together by Zapier and a brand that looked like five different people built it. Then she shows the room how brand and tech become one aligned system, through five must-haves built in order.

Five layers, built in order

01

IDENTITY

Who you really are, not who you “should” be: your own category of one.

02

AUTHORITY

Expertise, trust and credibility, built in the arena. Action creates clarity.

03

PLATFORM

The one you own: site, funnels, email and tech as one system, not a pile of logins.

04

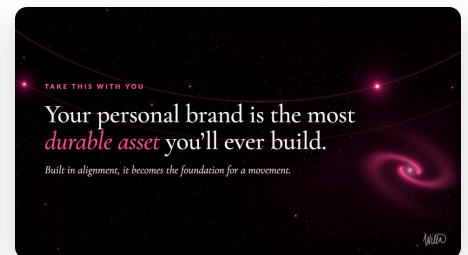
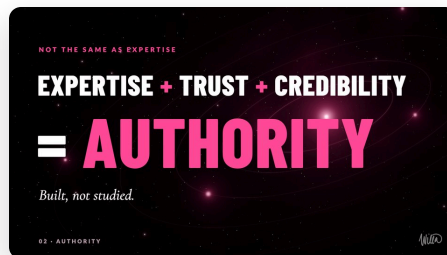
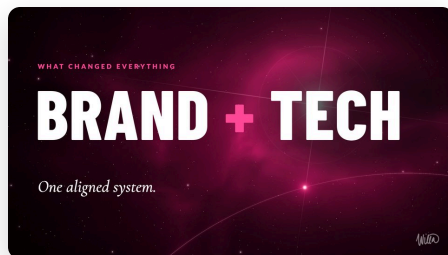
VISIBILITY

A mix of channels where every hit of visibility becomes an asset that compounds.

05

MOVEMENT

A brand bigger than you: a manifesto, and a message people keep showing up for.



From the Brand on Fire slides

Attendees leave knowing how to

- Build as a category of one, not from a borrowed playbook
- Build authority in public, through action, before they feel ready
- Turn a scattered tech stack into one platform they own
- Grow visibility that compounds into a movement

Shaped to the room

Online coaches, experts, thought leaders & entrepreneurs · women founders · corporate teams · realtors, advisors & professional services

Formats

Keynote or signature talk · workshop · fireside or panel · virtual session

Speaking inquiries

BRING BRAND ON FIRE TO YOUR NEXT EVENT

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Based in Mystic, CT · booking nationally, internationally & virtually