



STEVE TAPLIN

TECH CEO | SERIAL ENTREPRENEUR | SPEAKER | AUTHOR

Steve Taplin has started more than 30 companies. Most of them failed. The ones that survived taught him less than the ones that didn't. It took years of getting knocked down before he learned how to extract the lesson from the loss instead of just moving on to the next thing.

That process led to two books, an Amazon Best Seller read by thousands of founders and executives, a 3x Inc. 5000 company with engineering teams across the US and Latin America, a podcast with 180+ unfiltered conversations with software leaders, and 248+ published articles across Forbes, Entrepreneur, CIO.com, and Inc.

FEATURED IN



30+

Companies Built

20

Failures Navigated

3x

Inc. 5000 Honoree

180+

Podcast Episodes

248+

Published Articles

SIGNATURE TALKS

MOST REQUESTED

01 I Built 30 Companies and Lost 20 of Them. Here Is What Actually Works.

The unfiltered playbook on failure, execution, and what separates the companies that survive from the ones that don't.

BEST FOR Leadership conferences, entrepreneur events, CEO summits, YPO/EO chapters

02 What I Learned From Interviewing 180+ Software Leaders: The One Pattern That Separates Teams That Ship From Teams That Stall

Proprietary insights from 180+ conversations with CEOs, CTOs, and engineering leaders on Software Leaders Uncensored.

BEST FOR CTO summits, engineering leadership events, technology conferences

03 What AI Breaks, What AI Fixes, and What Nobody Is Talking About in Software Delivery

A field report from an active CEO on how AI is reshaping engineering teams, delivery models, and competitive advantage.

BEST FOR Technology conferences, enterprise leadership events, CIO summits

04 The Integrity Gap: Why 97% of Leaders Say Values Matter and Only 33% Deliver on Them

How the gap between what organizations say and what they do silently erodes trust, culture, and execution.

BEST FOR CEO summits, board retreats, culture-focused leadership events

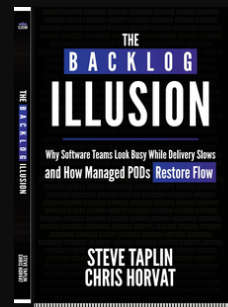
WHAT AUDIENCES SAY

- “ Steve challenges how leaders think about AI, leadership, and global software delivery.
 -- Srikanth Victory, CTO of AgilityHealth
- “ Steve delivers sharp, relevant insights that resonate with technology leaders.
 -- John Mann, CTO of Obsess
- “ Steve doesn't just present ideas, he drives meaningful takeaways.
 -- Douglas Schaefer, CTO of American Sound
- “ Steve brings energy, experience, and practical insight to every session.
 -- Chris Bee, Fractional CTO/CPO (ex Zillow, Uber, Amazon)

BOOKS



Fail Hard, Win Big
Amazon Best Seller



The Backlog Illusion
Coming Soon

Frameworks from scar tissue, not case studies.

AVAILABLE FORMATS

- Keynote (30-60 min)
- Fireside Chat
- Panel Moderator
- Workshop / Working Session



180+ episodes with CEOs, CTOs, CIOs, and engineering leaders

TOPICS

- Entrepreneurship & Failure as Fuel
- Software Delivery & Engineering Leadership
- AI Strategy for the Enterprise
- The Integrity Gap in Leadership
- Building & Scaling Remote Teams

BOOK STEVE TO SPEAK

steve.taplin@sonatafy.com

stevetaplin.com | sonatafy.com | failhardwinbig.app