



DUSTIN PORTILLO

KEYNOTE | AUTHOR | HOSPITALITY CULTURE COACH

Dustin Portillo is a bestselling author, culture coach, and one of today's boldest thought leaders in hospitality and leadership.

With a career that spans the circus ring, the drive-thru window, and the boardroom, Dustin's path is anything but typical—and that's exactly why his message hits different.

He began as a professional clown with Ringling Bros. and Barnum & Bailey Circus, performing for over 35 million people before stepping into the red shoes of Ronald McDonald, serving as the brand's Chief Happiness Officer at national events like the Macy's Thanksgiving Day Parade. But Dustin didn't stop at performance—he brought the same energy and purpose into the business world, becoming a corporate executive for one of McDonald's top-performing franchise groups, where he led community relations and culture transformation from the inside out.

Today, Dustin is the bestselling author of *It's Okay To Be An IDIOT*, a disruptive leadership book that blend humor, heart, and high-impact strategy. His signature frameworks, including the Showtime Mindset and FUN Makes Great Things Happen, are used by top QSR brands, hotels, and customer experience teams to ignite culture and elevate performance from the front line to the C-suite.

Whether he's speaking onstage, coaching executives, or helping brands reconnect with their mission, Dustin's belief is simple: When fun leads, greatness follows.



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