



ONE DECISION AWAY

DAVID ATKINS

#NoExcuses

Keynote Speaker | Vice President of Operations
Retired NY State Police Captain | #1 Bestselling Author

David Atkins is a nationally recognized keynote speaker, accomplished business executive, retired New York State Police Captain, and #1 bestselling author whose career has been defined by leadership, resilience, and performance at the highest levels.

Today, David serves as **Vice President of Operations for Big Geyser**, one of the largest independent beverage distributors in the New York metropolitan area. In this executive leadership role, he helps lead complex, fast-paced operations across multiple distribution centers, with responsibility spanning logistics, fleet, facilities, safety, and security.

David's current executive role adds another chapter to a career built around one powerful principle:

We are all One Decision Away from changing our lives.

Before entering corporate executive leadership, David served **22 distinguished years with the New York State Police**, rising through the ranks to retire as a Captain. During his career, he commanded operations throughout Westchester County and led more than 100 law enforcement professionals through high-pressure situations where leadership, teamwork, and decisive action were critical.

His service included responding to **Ground Zero following the September 11, 2001 terrorist attacks**, where he spent weeks supporting recovery efforts. David's law enforcement career earned him numerous distinctions, including being named **New York State Trooper of the Year in 2003 and Investigator of the Year in 2007**.

While serving in law enforcement, David also built a **million-dollar international direct sales business** from the ground up. He developed and led an organization of more than **1,400 people** and reached the **top 0.5% of the company**, demonstrating that the principles of leadership, accountability, perseverance, and performance transcend industries.

Today, David brings those lessons to audiences across the country. He has delivered high-energy keynote presentations to audiences ranging from executive leadership teams and corporate conferences to crowds of **more than 20,000 people**, including an appearance at the iconic Superdome in New Orleans. His message has reached Fortune 100 and Fortune 500 companies, national associations, government organizations, law enforcement professionals, and leaders across a wide range of industries.

David is the author of two books, *The Leveled Up Life* and the **#1 Amazon bestseller One Decision Away**. His signature **One Decision Away** philosophy provides audiences with a practical framework for creating meaningful change: **Assess the Opportunity. Address the Obstacles. Take Action.**

Rather than simply motivating audiences in the moment, David challenges people to take ownership of their circumstances, confront the obstacles standing in their way, and make the decisions necessary to move forward.

His lessons are rooted in experience, not theory. From leading during life-and-death situations in law enforcement, to building a million-dollar business, to serving as an executive responsible for real-world organizational performance, David understands what it means to lead through uncertainty, adversity, pressure, and change.

David is also an **ultramarathoner who completed the grueling 62-mile Black Canyon 100K through the Arizona desert**, further embodying the mental and physical resilience he teaches.

Most importantly, David is a devoted husband and proud father of three daughters. Family remains at the center of his life and his definition of success.

Through authentic storytelling, powerful real-world experiences, and actionable strategies, David leaves audiences with more than inspiration. He gives them a challenge: stop waiting for circumstances to change, take ownership of what happens next, and recognize that the life, career, team, or organization they want to build may be just **One Decision Away**.

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