

The READY Life

BUILD ON PURPOSE

with *Crystal L. Jackson*

Crystal L. Jackson

Speaker | Strategist | Engineer | Entrepreneur

Equipping women with the mindset and strategy to build the life they envision; on purpose.



The life that you were given does not have to be the life you keep.
You can build it. **On Purpose.**

SPEAKER PROFILE

From teen mother to engineer, Chief of Staff to the President of a \$6 billion aerospace business, entrepreneur, and transformational speaker.



BOOKING & SPEAKING INQUIRIES

Ashley L. Jackson | Chief Operating Officer



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THE READY LIFE | BUILD ON PURPOSE

WHY CRYSTAL

A story of resilience. A career of leadership. A message built for what comes next.

Growing up with a mother who lived with bipolar disorder and becoming a teen mother herself at sixteen, Crystal L. Jackson faced circumstances early in life that could have defined her future. Instead, she learned that where you begin does not have to determine where you go or what you build. She went on to become an engineer, serve as Chief of Staff to the President of a \$6 billion aerospace business, lead 250 engineers and a \$140 million portfolio, build businesses, invest in real estate, and become a licensed Realtor and Loan Officer. Today, through The READY Life, Crystal draws from her lived experience, executive leadership, and entrepreneurship to equip women with the mindset and strategy to build the life they envision...on purpose.

20+ YEARS

Aerospace & Executive Leadership

250 ENGINEERS

Led a \$140M Aerospace Portfolio

\$6B BUSINESS

Chief of Staff to the President

ENTREPRENEUR

Business | Real Estate | Lending

THE THROUGH-LINE

Crystal does not simply tell audiences what held her back. She shows them what is possible, then gives them practical strategies to move forward with intention.

SIGNATURE KEYNOTES

Storytelling that moves audiences from inspiration to intentional action.

BUILD ON

PURPOSE

The life you were given does not have to be the life you keep.

Crystal challenges audiences to move from reacting to circumstances to intentionally designing what comes next.

- 01 Define what success looks like in this season.
- 02 Move from reaction to intentional decision-making.
- 03 Translate vision into strategic action.

DON'T STOP AT THE BARRIER

NAME THE POSSIBILITY

Turning obstacles into options.

Barriers are real. They do not have to become conclusions. Crystal uses lessons from engineering, leadership, and life to help audiences identify possibilities, evaluate options, and determine the next strategic move.

- 01 Separate the barrier from the desired outcome.
- 02 Apply strategic problem-solving to career and life decisions.
- 03 Replace 'I can't' with 'What would make this possible?'

BUILD YOUR OWN

TABLE

Build options that belong to you

Success is not only about earning a seat at someone else's table. Crystal challenges women to intentionally build the skills, relationships, influence, financial resources, and ownership that create options.

- 01 Identify where greater ownership is needed.
- 02 Build transferable skills and strategic relationships.
- 03 Create career and economic optionality

THE READY LIFE

IN PRACTICE

The READY Life is more than a message. It is a framework for helping people move from reflection to intentional action.



READY TO BUILD

Online Course : 90 day Personal Growth & Strategy Experience

A guided experience designed to help participants slow down, gain clarity, redefine what matters, and turn their vision into intentional action.

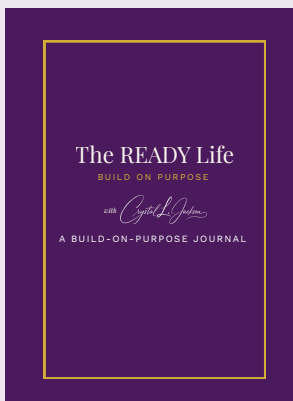
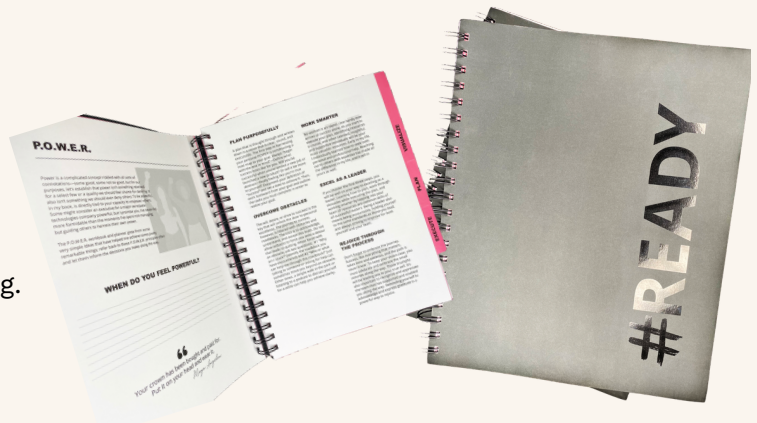
REFLECT → REDEFINE → BUILD → READY



READY PLANNER

A Tool for Building On Purpose

A practical planning tool that helps individuals translate intention into organized, purposeful action; creating structure around the life they are building.



BUILD ON PURPOSE JOURNAL

Daily Space to Plan, Organize & Reflect.

A daily journal designed to give individuals space to organize their days, capture what matters, and stay connected to the life they are intentionally building.

ONE PHILOSOPHY. MULTIPLE WAYS TO EXPERIENCE.

REFLECT → REDEFINE → BUILD → READY

CRYSTAL ON STAGE

Recent engagements and selected speaking experience.



RECENT ENGAGEMENTS

2026 | The Portia Show (on Fox 5) | Atlanta, GA - Featured guest, to be aired September 14, 2026.

2024 | Destination Dallas: The Kellogg Future of Healthcare Summit | Dallas, TX - Panelist.

2024 | Young Women's Commission: Rise and Lead Summit | Pasadena, CA - Panelist.

SELECTED SPEAKING & FACILITATION EXPERIENCE

Raytheon • Vanderbilt University • Health Catalyst • Shepherd's Door Domestic Violence Resource Center • Birdville ISD • Northern Virginia Community College (NOVA) • University of Texas at Austin • University of Texas at Dallas • Murray State College • Burlington College • FBLA • FFA • HOSA • Texas Association of Future Educators (TAFE) • HOBY Texas Gulf Coast • IEB Alpha Omega Epsilon • New York State Council on Leadership and Student Activities

FORMATS

Keynotes | Interactive Workshops | Breakouts | Panels | Moderating | Fireside Chats | Corporate Programs | Media Interviews

PROFESSIONAL CREDIBILITY

Engineering discipline. Executive leadership. Entrepreneurial execution.

Crystal L. Jackson spent more than two decades building, leading, and reinventing. A mother at sixteen, she went on to become an engineer and serve as Chief of Staff to the President of a \$6 billion aerospace business, later leading 250 engineers and a \$140 million aerospace portfolio.

Her leadership journey extended beyond corporate America. Selected(2020) as one of 67 entrepreneurs to launch and operate an Amazon Delivery Service Partner business(Dallas, TX area), Crystal stepped into business ownership and built a logistics operation from the ground up. She continued expanding her entrepreneurial portfolio through real estate investing, became a licensed real estate agent and loan officer, and packaged her proven framework for success into workbooks, planners, journals, and online courses.

EDUCATION: B.S. Computer Engineering, minor in Mathematics | M.S. Systems Engineering

AEROSPACE LEADERSHIP

- Chief of Staff to the President of a \$6B aerospace business
- Director, F-15 Fighter Jet Radar Development Program
- Led 250 engineers and a \$140M aerospace portfolio

ENTREPRENEURSHIP

- Founded and built CLJackson Logistics, an Amazon Delivery Service Partner (DSP) business, from the ground up
- Founder across logistics, consulting, real estate, and lending
- Licensed real estate agent and loan officer; active real estate investor

MENTORSHIP

- **Vanderbilt University's Innovation Center & The Wond'ry** — Mentored students interested in innovation and entrepreneurship, providing guidance and perspective as they explored their ideas and opportunities.
- **Boss Talks Network** — Mentored women through a platform focused on increasing their global economic footprint through mentorship, connections, and community.

RECOGNITION

- Black Engineer of the Year (BEYA) Modern-Day Technology Leadership Award
- Raytheon Dr. Martin Luther King Jr. 'Keeper of the Dream' Award
- Women to Watch nominee

SPEAKING & CONVERSATION TOPICS

Bookable conversations across The READY Life pillars.

THE STORY | REINVENTION & RESILIENCE

- Building a career and business without a blueprint or network
- Leading in aerospace and navigating major career transitions
- Reinventing yourself more than once
- Breaking generational cycles and building legacy

THE MINDSET | PERMISSION & SELF-BELIEF

- Why the biggest barrier is often permission you have not given yourself
- Betting on yourself when no one around you has done it before
- Decision-making under pressure: lessons from engineering applied to life

THE STRATEGY | EXECUTION & GOAL-SETTING

- Turning vision into a dated plan
- Goal-setting for women with full lives
- Systems thinking behind building and leading

THE WEALTH | REAL ESTATE & FINANCIAL INDEPENDENCE

- First-time homebuying and financial readiness
- Real estate as a path to generational wealth
- Veteran and VA loan benefits that often go unused
- Building income streams alongside a demanding career

FAMILY & MENTAL HEALTH | HANDLED WITH CARE

- Growing up with a parent living with bipolar disorder
- The invisible load carried by adult children of parents with mental illness
- Achieving while carrying challenges that are not always visible

BOOK CRYSTAL

Bring Build On Purpose to your audience.



IDEAL AUDIENCES

Women in Leadership • Women in STEM • Corporate ERGs • Executive & Leadership Development • Women's Conferences • Professional Associations • Entrepreneurs • Financial Wellness Programs

AVAILABLE FOR

Keynotes | Workshops | Fireside Chats | Panels | Moderating | Corporate Programs | Media Interviews

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