



ANTHONY QUIÑONES

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Anthony Quiñones (keen-yo-nezz) holds a Bachelor of Science degree in Accounting and has spent more than 30 years working in the insurance, media, nonprofit, startup and political spaces. During the Great Recession, he pivoted into writing and coaching, authoring two books – *The Brandpreneur Beginners Guide*, to help new entrepreneurs and *Repackaging Is Everything*, to help people to repackage their content. He became interested in how people reinvent their careers, businesses, finances and personal lives, eventually coaching others through major transitions. Later, he combined his financial expertise and coaching experience to found Interim CFOs (now The Fracct Agency), helping mission-driven entrepreneurs manage their finances while fulfilling their mission.

More recently, he has expanded his reinvention concept through his [Create Your New Normal Podcast](#), where he interviews people who have navigated significant career and life changes. He also writes and speaks about frameworks for personal transformation, including concepts like “The 5 S’s of Reinvention” and the role of identity shifts in creating a new chapter in life. His view of reinvention isn’t just about changing jobs; it involves rethinking identity, priorities, skills and purpose.

INTERVIEW TOPICS:

- Reinventing Yourself
- Career Development
- Midlife Transition
- Personal Branding
- Entrepreneurship

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SAMPLE QUESTIONS:

- Why is reinvention your only form of "life insurance" and what is the cost of NOT having it?
- Reinventing yourself can be hard, what are some areas you must look at before you attempt to reinvent yourself?
- What are 4 things you need to have in your reinvention story?
- What are the 4 biggest obstacles to reinvention?
- How do you overcome these obstacles?
- What are the 5 S's of reinvention?
- What is the #1 question you MUST ask yourself?
- What is the biggest mistake you can make when you're looking for a new job/career path or new business?