



FOUNDER SPEAKER KIT · KEYNOTES · WORKSHOPS · PANELS

Aubrey McCoy

Founder & CEO, VK Capital Ventures Inc. · Data strategist + culinary entrepreneur

Author, *What Founders Can Learn From Farmers* · chefmaubs.com · linkedin.com/in/maubs · [@chefmaubs](https://twitter.com/chefmaubs)

ABOUT

Aubrey McCoy is an entrepreneurial executive who bridges food culture, technology, and business intelligence. Before founding his own company, he spent a decade inside Fortune 500 data and marketing organizations — as a B2C Salesforce Email Strategist at **Amazon Music**, a Senior Data Analyst for Metrics & Insight at **Effectv (Comcast)**, a Qualtrics Senior Developer & Project Manager at **ASM Global**, and in digital marketing and project roles at **Sysco** and **HP**. He holds a Master of Science in Human Services and Socioeconomic Data Studies from Texas Southern University.

Today he is Co-Founder & CEO of **VK Capital Ventures Inc.**, the parent of Travel Villa Kitchen, Farm2Chef, Six Rows Coffee, and FarmChefConnect — an agri-hospitality ecosystem connecting farmers, chefs, and the people they feed. As Chef Maubs, he also cooks: a Houston private chef leading farm-to-table dinners, workforce culinary training, and a postpartum meal program. His book, *What Founders Can Learn From Farmers*, turns that double life — enterprise data strategist and working founder-chef — into a field guide for building companies that last: plant early, respect the seasons, waste nothing, and plan for generations.

SIGNATURE TALKS — FROM THE BOOK

- **What Founders Can Learn From Farmers** — the flagship keynote: twelve field-tested principles for resilient companies
- **Plant Before You're Ready to Harvest** — building brand, network, and infrastructure before you need the results
- **You Can't Rush the Seasons** — timing, patience, and the growth you can't force
- **Diversify Your Crops** — revenue resilience: never bet the farm on one stream
- **Weather the Storms You Can't Control** — cash buffers and founder resilience
- **Data Into Culture, Culture Into Revenue** — a decade of Fortune 500 analytics, translated for founders and leadership teams
- **Founders ↔ Farmers** — the 11-week Provenance workshop series for founder cohorts (hybrid)

2026–27 FEES (USD)

Corporate keynote	\$10,000
Half-day workshop	\$12,500
Full-day training	\$15,000
Virtual session (60–90 min)	\$6,500
University lecture	\$3,500 + travel
University workshop / multi-session	\$5,000 + travel
Panel appearance	\$2,000
Nonprofit & community rate	\$2,500
50% deposit on signing · travel at cost or flat buyout · 11-week Founders ↔ Farmers cohort series quoted per cohort · full rate card with terms available on request.	

HE BRINGS THE BOOKS — SPEAKER GIFTS & LEAVE-BEHINDS

Every engagement can include VK's branded books as attendee gifts: ***What Founders Can Learn From Farmers*** (his founder ebook) · ***NOURISH*** — the Chef Maubs cookbook, with targeted editions for gyms, run clubs, hospitals, and schools · the **Six Rows Coffee Tasting Journal** (editorial edition). Per-copy attendee pricing with volume discounts, quoted per engagement.

Book Aubrey McCoy to Speak

Email aubrey@vkculinary.tech (cc his assistant, maureen@vkculinary.shop) with your organization, audience, date, and format. Every inquiry reaches Aubrey directly.

Representation: Rio Moses · Operations & Marketing, VK Capital Ventures Inc. · contactus@vkculinary.tech · Fees shown are the proposed October 2026 rate card; engagements confirmed by signed agreement.

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