

ELEVATE, LEAD, MAXIMISE
YOUR
BEING, LIFE, POTENTIAL



Tony J. Selimi

Award-Winning Author and Strategic Advisor to High-Achieving Leaders. Specialist in Human Behaviour, Identity Architecture, and Transformational Growth across Life, Relationships, Leadership, Business, and Legacy.

**CONSULT, INTERVIEW, FEATURE, OR INVITE TONY
TO SPEAK AT YOUR COMPANY EVENT OR EDUCATE,
INSPIRE, AND TRANSFORM YOUR AUDIENCE!**

VISIONARY | SPEAKER | BEST-SELLING AUTHOR

TonySelimi.com

INTRODUCTION

Welcome event organisers, promoters, TV-radio-podcast presenters, journalists, HR professionals, CEOs, entrepreneurs, A-list celebrities, Prime Ministers, global leaders, philanthropists, and mission-driven billionaires. Tony looks forward to collaborating with you.

With three decades of study, cross-disciplinary research, leadership in multi-billion-pound technology transformation programmes, and just over 39,000 hours of advisory, coaching, mentoring, and training experience, Tony is recognised as a leading authority in creating personal, relational, business, leadership, and financial breakthroughs.

Drawing from his mission-impossible life journey, he equips individuals, teams, and organisations with the frameworks and behavioural mastery required to achieve their objectives and unlock human potential at scale.

This information pack is designed to make interviewing Tony for your show or publication – or booking a private consultation or VIP training – seamless and effortless.

In the following pages, you will find a selection of Tony J. Selimi's official biographies in multiple lengths, ready to copy and use across your marketing, PR, and promotional materials. These bios are suitable for introducing Tony to your film audience, company, mastermind, live event, or TV/Radio/Podcast show. For official headshots, book covers, and additional promotional assets, please email info@tonyselimi.com.

As seen on  **GlobeNewswire** **MarketWatch** **TV** **TradingView** **StreetInsider.com**

yahoo! finance **BUSINESS INSIDER** **KT LA 5** **AP** Associated Press **FOX 8** **MORNINGSTAR** **Apple News**

BBC RADIO **NBC** **abc** **FOX** **CBS** **ALSATV** **sky** **ckan** **KTV KOHAVISION** **RTK**



SM **news** **GREATER LONDON ENTERPRISE AWARDS 2020**



Most Visionary Personal Development Entrepreneur 2020



INTRODUCTION

TJS Cognition Ltd Vision, Mission and Purpose

Tony J. Selimi founded TJS Cognition Ltd as a boutique advisory, consulting, speaking, and training institution dedicated to expanding the frontiers of human awareness and potential. We advance research and education across the physical and metaphysical sciences, arts, religions, and philosophies of the world's great cultures—supporting, contributing, and leading the evolution of individuals, leaders, businesses, and humanity as a whole in the age of Artificial Intelligence (AI) and humanoids.



A serial entrepreneur and pioneer in human development, Tony has created several trademarked methodologies that have transformed the lives of thousands worldwide. He is the co-creator of *Living My Illusion*, the Hollywood award-winning real-life coaching documentary; the executive producer of *The Truth About Reading*; the creator of the *Into Your Divinity* documentary series; and the featured expert in the full-length film *Inspired*, which empowers viewers to rewrite their past and elevate their future.

Tony's ever-evolving purpose is to positively impact the lives of one billion people by teaching, educating, empowering, and inspiring men and women of all nationalities, creeds, and colours to become purposeful, disciplined masters of themselves — and dedicated, inspired teachers and leaders of others.

He believes that through education, training, inspiration, empowerment, love, and conscious use of AI, individuals can expand their mental, emotional, business, financial, familial, spiritual, social, and physical awareness. This expanded awareness helps them tap their most purposeful inner drive, so they can achieve the financial stability, security, and meaningful goals they deserve and can attain.

When they do, they become more productive, healthier, wealthier, and more inspired—exemplifying elevated human potential and contributing more effectively and empathetically to humanity's advancement.

As seen on  **GlobeNewswire** *by notified* **MarketWatch** **TV** **TradingView** **StreetInsider.com**



ONSTAGE BIO TO INTRODUCE TONY AT YOUR EVENT

Just The Facts - 70 Words One Liner Bio

Overcoming life-threatening illness, bullying, civil war, identity crisis, and homelessness on the streets of London, Tony J. Selimi transformed every hardship into profound insight. Today, he is a globally recognised human-behaviour expert whose breakthrough coaching methodologies transform lives and businesses. An award-winning speaker and advisor, Tony shares powerful, practical wisdom worldwide to help people maximise their potential and create extraordinary, purpose-driven lives.



Short 150 Words Bio

Tony J. Selimi is a globally recognised human-behaviour expert, award-winning author, and transformational life and business strategist. With a multidisciplinary background in technology, CBT, NLP, leadership, entrepreneurship, and people development, he helps individuals, leaders, and organisations achieve profound mental, emotional, relational, business, and financial breakthroughs. Tony travels worldwide to help high-performing professionals and companies across all sectors master their inner architecture, clarify their values, strengthen their confidence, expand their vision and strategy, and elevate their performance and impact.

A pioneer in human development, he created the Into Your Divinity documentary series, co-created the award-winning Living My Illusion, executive-produced The Truth About Reading, and is a featured expert in the full-length documentary Inspired. His trademarked methodologies have transformed thousands globally. Tony's work has earned numerous accolades, including Business Coach of the Year (UK), the EXPY®, the Quilly®, and multiple literary awards. His insights have been featured on BBC Radio, Amazon Prime, SKY, ABC, NBC, CBS, and FOX, reaching over 170 million people.

JUST THE FACTS - HOMELESS TO GLOBAL CHANGEMAKER

Born in 1969 in Gostivar, Republic of North Macedonia, Tony J. Selimi moved to London in 1990 at the age of twenty, seeking refuge from the civil-war atrocities he was forced to confront. What followed was a journey few survive: homelessness, identity crisis, cultural displacement, and the psychological aftermath of conflict.

He rose from adversity to become an internationally recognised authority in human behaviour, emotional intelligence, leadership excellence, and peak performance. Today, he is a globally sought-after transformational life strategist, award-winning author, professional speaker, and trusted advisor to leaders navigating complexity, pressure, and change. For over fifteen years, Tony contributed more than 40,000 hours to leading and managing multi-billion-pound technology transformation programmes across the private and public sectors.

In 2009, after facing another life-altering crisis – redundancy – he chose to follow his deeper calling: to build a body of work that elevates human potential. He qualified as a transformational life coach, began writing books, creating documentaries, travelling the world, and teaching individuals and organisations how to overcome obstacles, dissolve inner conflict, and thrive under the demands of modern life, business, leadership, and family.

Tony specialises in assisting people to break through mental imprisonment, addictions, anxiety, fears, depression, phobias, and limiting beliefs. His work awakens inner abilities, strengthens identity, expands leadership capacity, and unlocks higher levels of achievement.



JUST THE FACTS - HOMELESS TO GLOBAL CHANGEMAKER

Known as a "transparent mirror," he sees through people's stories, behaviours, thought patterns, injected values, and disempowering beliefs —assisting them in dissolving the illusions that conceal their authentic, powerful, unfakeable selves. His advisory and transformational coaching recalibrates the cognitive, emotional, and behavioural architecture that determines how leaders think, feel, decide, communicate, and act under pressure. Core pillars include:

- **Identity Stability & Decision Integrity** — Anchoring internal clarity during transitions and public visibility.
- **Emotional Regulation Architecture & Governance Alignment** — Maintaining composure and cognitive breadth during volatility.
- **High-Pressure Cognitive Correction** — Identifying and resolving subtle distortions under scrutiny.
- **Relational & Succession Stability** — Strengthening trust, influence, and continuity.
- **AI-Era Leadership Calibration** — Enhancing resilience, foresight, and adaptability in accelerated transformation.

Tony's corporate background, combined with decades of coaching individuals from all walks of life, gives him rare insight into the pressures faced by high-performing professionals. His clients include Fortune 500 CEOs, entrepreneurs, authors, consultants, scientists, doctors, royalty, film and TV personalities, and political leaders. Senior executives from the NHS, Dubai Government, Clifford Chance, Microsoft, Apple, Facebook, SAP, Bank of America, Deutsche Bank, EY, Santander, Ignis Asset Management, Vandercom Films, and Mishcon de Reya seek his counsel to overcome personal and relational challenges, elevate and develop leaders, enhance culture, and increase productivity, profitability, and performance.

He designs customised training and consulting programmes to help organisations address people, process, and strategy challenges, implement change initiatives, and strengthen mental health, wellbeing, diversity, and inclusion. Tony helps individuals clarify their thinking, build detailed life plans, strengthen confidence and certainty, and achieve the mental, emotional, relational, and financial growth needed for lasting transformation.

A graduate of University College London (UCL), Tony has studied numerous disciplines and is certified by the International Coaching Federation (ICF), the Institution of Leadership and Management (ILM), the Demartini Institute, the Complementary Therapists Association, and the Brofman Foundation. He is also a certified Reiki Master Teacher.

JUST THE FACTS - HOMELESS TO GLOBAL CHANGEMAKER

As the acclaimed author of *A Path to Wisdom*, *#Loneliness*, *Fit for Purpose Leadership #3*, *The Unfakeable Code®*, *Novum #10*, *A Path to Excellence*, and *Climb Greater Heights*, Tony has pioneered several trademarked methodologies, including the *Behavioural Change Principles®*, *The Unfakeable Code® Method*, *The Octagon of Excellence®*, *TJSeMethod: ALARM®*, and the *12-Step Growth Accelerator Method®* – modern frameworks for health, business, leadership, wealth, impact, and legacy. These systems are widely regarded as some of the most potent tools for maximising human potential.

Tony travels globally, educating and inspiring individuals, businesses and audiences with enlightening perspectives, humorous metaphors, and a heart-illuminating personal journey. He delivers practical solutions to life's challenges through one-to-one consultations, talks, workshops, corporate training, mastermind groups, the *Climb Greater Heights* immersive retreats, articles, media contributions, podcasts, YouTube content, books, apps, Udemy courses, and his *TJS Evolutionary Meditation Solutions®*.

He has spoken on prestigious stages, including the United Nations, Rotary International, Cranfield School of Management, Author Conferences, international film festivals, and the London Business Show. His TEDx talk, *Technological Armageddon: A Wake-Up Call*, viewed by over a million people, explores the challenges and opportunities humanity faces as artificial intelligence surpasses human intelligence.

Tony's film and documentary work includes the multi-award-winning *Living My Illusion*, *The Truth About Reading*, the *Inspired* feature documentary, and the *Into Your Divinity* series. He has appeared on more than 1,000 TV, radio, podcast, and media platforms – including BBC Radio, SKY, ABC, NBC, CBS, FOX, Amazon Prime, Top Channel Albania, Oxygen TV, and interviews with Jack Canfield, Brian Tracy, Ian Pelham-Turner, and *Humans of Fuzia* – reaching over 170 million viewers, listeners, and readers worldwide.

Tony founded TJS Cognition Ltd with a visionary mission: to embed his methods, principles, and teachings into business, leadership, government, education, and healthcare – inspiring decisive action in the lives of one billion people and contributing to the UN's 17 Sustainable Development Goals. He champions authenticity in leadership, values-aligned decision-making, entrepreneurship as a force for good, and the essential role of self-mastery, self-governance, self-awareness, self-regulation, self-love, and spiritual growth in shaping the future of work, wellbeing, climate, and society.

JUST THE FACTS - HOMELESS TO GLOBAL CHANGEMAKER

As a proud British-Albanian role model, refugee, and advocate for diversity, equality, and LGBTQI+ empowerment, Tony uses his influence to elevate consciousness, expand human potential, and inspire meaningful change.

He bridges science, business, psychology, wealth building, energy healing, wellbeing, time, space, belief, and AI – offering a rare, integrative perspective on human evolution.

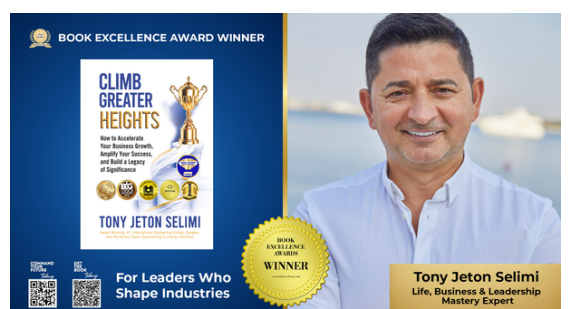
No matter who you are or where you are, Tony focuses on accessing your inner knowledge, elevating your thinking, and transforming your reality.

Tony is known for creating profound business, leadership, financial, relational, and personal breakthroughs – leaving clients with clarity, inner peace, empowerment, and a renewed sense of purpose.

Founders, CEOs, and Institutional Leaders Come for Cognitive Precision, Emotional Mastery & Strategic Clarity.

Private. Discreet. Limited Capacity.

For leaders ready to evolve – enquire now at info@tonyselimi.com.



ONSTAGE BIO TO INTRODUCE TONY AT YOUR EVENT

Official Key Note Speaker - 450 Words Bio

Tony J. Selimi is an internationally recognised professional and TEDx speaker, multi-award-winning author, transformational life and business coach, and filmmaker specialising in human behaviour, emotional intelligence, and the psychology of growth and human potential. With more than two decades of experience in business and technology, he spent nearly twenty years in the private and public sectors, leading large teams and delivering multi-million-pound technology programmes before answering his deeper calling: to travel the world teaching, consulting, training, and speaking. His mission is to inspire men and women of all nationalities to become purposeful, disciplined masters of themselves and dedicated leaders who elevate human awareness.

People from every sector turn to Tony for guidance to overcome daily challenges, break free from fears, addictions, emotional stressors, and perceived limitations, and achieve self-mastery, fulfilment, wealth, and joy. His clients include Fortune 500 executives from Microsoft, Deutsche Bank, SAP, EY, Santander, and Mishcon de Reya, as well as entrepreneurs, scientists, sports personalities, authors, doctors, government leaders, MPs, Lords, royalty, influencers, and global film and music celebrities. Described by Hollywood A-List actress and activist AnnaLynne McCord and many of his clients as "a visionary thinker with a rare ability to see through fears, disempowered states, and limiting beliefs to awaken innate genius, wisdom, and love," Tony teaches leaders and organisations how to engage, empower, and inspire their people. His work enhances vitality, performance, productivity, well-being, and profitability.

Tony is the creator of several trademarked methodologies, including TJSeMethod: ALARM®, The Octagon of Excellence®, Behavioural Change Principles®, The Unfakeable Code® 5-Step Method, Values Clarification and Alignment Process, and the 12-Step Business Accelerator Method®. These frameworks, featured in his bestselling books *A Path to Wisdom*, *Fit for Purpose Leadership #3*, *#Loneliness*, *The Unfakeable Code®*, *A Path to Excellence*, and *Climb Greater Heights*, teach people how to turn life's hurdles into breakthroughs, cultivate healthy habits, and achieve personal and professional fulfilment.

His media presence spans more than 1,000 TV, radio, magazine, and podcast appearances worldwide. Tony co-created the award-winning documentary *Living My Illusion*, executive-produced *The Truth About Reading*, is a featured expert in the full-length documentary *INspired*, and created the *Into Your Divinity* documentary series. He has been interviewed by Ian Pelham-Turner, Zack Viscomi in Times Square, Jack Canfield, and Brian Tracy. He has been featured on BBC Radio, SKY, ABC, NBC, CBS, and FOX, reaching over 170 million people globally. Tony's vision is to positively impact one billion lives and drive purposeful transformation across education, healthcare, government, leadership, and business. He is known for leaving people feeling balanced, fulfilled, empowered, and worthy of a life of significance.

ONSTAGE BIO TO INTRODUCE TONY AT YOUR EVENT

Tony J. Selimi is a globally recognised speaker, transformational life and business strategist, award-winning author, and filmmaker specialising in human behaviour, emotional intelligence, and the psychology of growth and human potential. With more than two decades of experience in business and technology, he spent nearly twenty years leading large teams and delivering multi-million-pound programmes across the private and public sectors before dedicating his life to teaching, consulting, and speaking around the world. His work inspires individuals of all nationalities to become purposeful, disciplined masters of themselves and influential leaders who elevate human awareness.

A frequent keynote speaker and presenter, Tony brings deep expertise in optimising personal, relational, professional, financial, and business performance. He has spoken at hundreds of events, including the United Nations Global Entrepreneurial Conference, TEDx, the London Business Show, Cranfield School of Management, Rotary International, JCI, PSA Paris Leadership Conference, the European University of Tirana, Conscious Leadership Events, and numerous international festivals, conferences, and private leadership gatherings. He also hosts the acclaimed webinar series Conversations with Your Highest Expression of Self™.

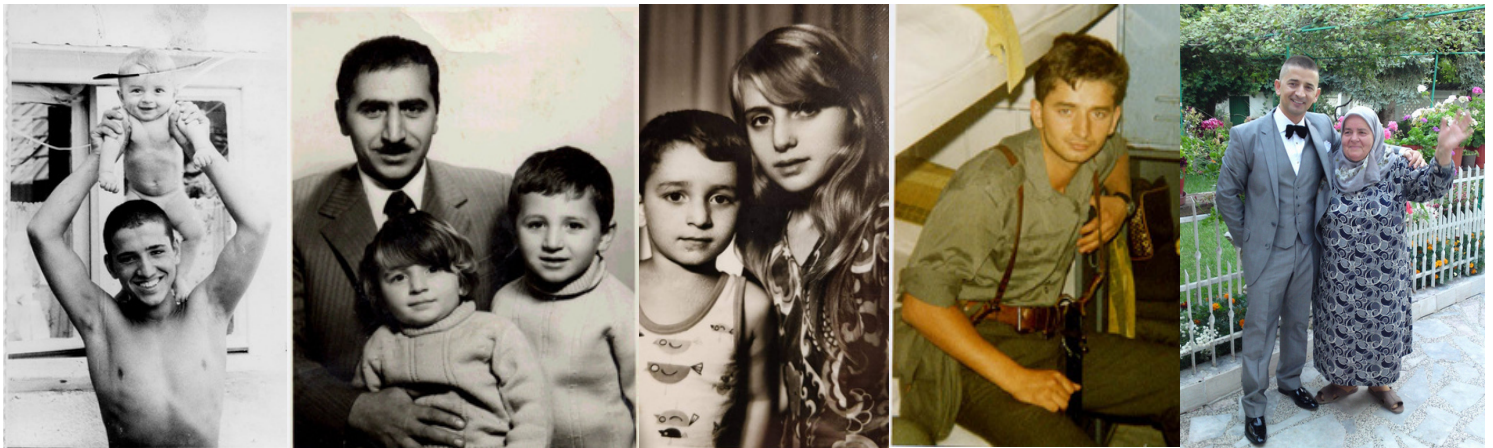
Tony has collaborated with many of the world's leading experts – including Dr John Demartini, Jack Canfield, Brian Tracy, Steve Harrison, Nick Nanton, Tony Robbins, and Martin Brofman – to refine his wisdom and develop his own trademark methodologies for empowerment, transformation, and success. He is an active member of the ICF, ILM, APCT, the Demartini Institute, the Martin Brofman Foundation of Advanced Healers, the Professional Speaking Association, and the Global Speakers Federation.

Tony has appeared on more than 1,000 media platforms, including BBC Radio, SKY, ABC, NBC, CBS, FOX, and the award-winning documentaries Living My Illusion, The Truth About Reading, INspired, and Into Your Divinity. His interviews with Ian Pelham-Turner, Zack Viscomi, Jack Canfield, and Brian Tracy have reached over 170 million people worldwide.



Early Genius, Resilience & Multidisciplinary Mastery

- Completely healed from a life-threatening illness that left him in a coma and bedridden.
- Fluent in Albanian, Macedonian, and Serbo-Croat by age seven.
- Reads and writes in both Cyrillic and Latin alphabets.
- By age ten, worked on the family farm, milked cows, kept bees, and sold produce to local communities.
- Learned to make cheese, yoghurt, and raki; developed a unique intuitive connection with bees and animals.
- Repaired TVs and radios by age twelve; learned to cook and manage a household.
- Lived independently in Skopje at age fourteen.
- Won national awards in Computer Science, Physics, and Mathematics as a teenager.
- Studied engineering at ETF Zagreb, one of the Balkans' top universities.
- Survived civil-war atrocities and won the Best Sniper Award in the army at age nineteen.
- Arrived in London at age twenty and lived homeless for six months.

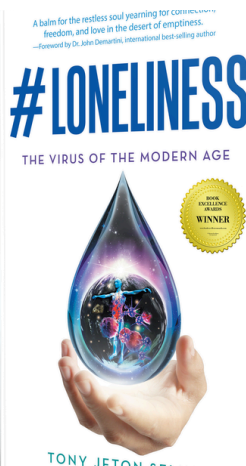
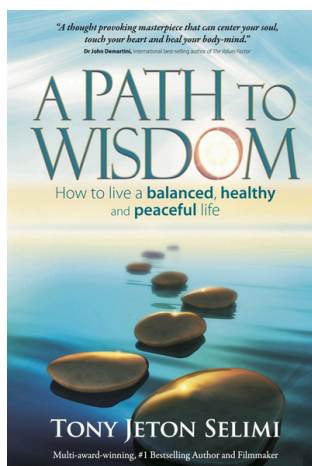


Academic Excellence & Corporate Ascension

- Worked three jobs for a decade to fund his education.
- Won the Lord Mayor's Award as the best student in the City of Westminster.
- Graduated with honours in Electronic Engineering with Management Studies from UCL by age twenty-eight.
- Bought his first property in Pimlico at age twenty-nine.
- Lived in six countries by age thirty.
- Earned multiple Microsoft and Cisco professional qualifications by age thirty-five.
- Became a Corporate Head of IT and CIO by age thirty-eight.
- Managed multi-billion-dollar technology transformation programmes by age thirty-nine.
- Founded and sold his first tech company, Sfida Technologies, by age forty.
- Completed over 40,000 hours in IT roles by age forty-one.
- Completed an entrepreneurial MBA and founded The Velvet Journey by age forty-two.

Global Thought Leadership, Books & Methodologies

- Published A Path to Wisdom (Amazon #1 bestseller) and created the TJS Evolutionary Method: ALARM® by age forty-four.
- Authored the award-winning #Loneliness in 2016 – the first book in the world with “#” in the title.
- Became a TEDx speaker in 2017.
- Co-authored Fit for Purpose Leadership #3.
- Spoke at the United Nations, Cranfield School of Management, and major global stages.
- Co-created the multi-award-winning documentary Living My Illusion by age forty-eight.
- Documentary launched globally on his 50th birthday.
- Won over 20 global film awards, including in Hollywood, NYC, and Nice.
- Won the Greater London Enterprise SME Award for Most Visionary Personal Development Entrepreneur 2020.
- Authored The Unfakeable Code® (multi-award-winning, #1 Amazon bestseller).
- Created the Behavioural Change Principles®, Octagon of Excellence®, and Values Clarification & Alignment Process.
- Published inspired poetry in Novum #10.
- Became a multimillionaire after rising from homelessness.
- Won Business Coach of the Year 2021.
- Won multiple literary awards including Readers' Favourite, Titan Literary Award, Silver Literary Award, Maincrest Media Award, and Book Excellence Award.
- Reiki Master Teacher and Body Mirror Healer with exceptional intuitive and energetic abilities.
- Read over 10,000 books across science, psychology, business, metaphysics, leadership, and human behaviour.
- Mentored by Brian Tracy, Tony Robbins, Jack Canfield, and Dr John Demartini.
- Awarded Stardust Award, Dent Partnership Award, Book Indie Award, and more



THE MOST EXTRAORDINARY TRAITS, ACHIEVEMENTS & LIFE MILESTONES

Media, Film & Global Influence

- Appeared on over 1,000 TV, radio, podcast, and media platforms including BBC Radio, SKY, ABC, NBC, CBS, FOX, Voice of America, Gaydio, Alsat M, and more.
- Reached over 170 million viewers, listeners, and readers worldwide.
- Executive Producer of The Truth About Reading (2023).
- Winner of SME National Business Awards 2024 (Finalist).
- Winner of the Chanticleer Hearten Book Award for A Path to Excellence.
- Authored Climb Greater Heights (2025) and created the 12-Step Growth Accelerator Method®.
- Facilitated over 250 workshops and completed over 39,000 hours of coaching and mentoring.
- Winner of multiple Speaker and Business Coach of the Year 2026 awards.
- Won over twenty global literary awards for Climb Greater Heights.
- Created Into Your Divinity and the Climb Greater Heights documentary series.

Exceptional Human Abilities & Unique Gifts

- Extraordinary capacity to listen, recall, and synthesise vast amounts of information.
- Processes complex systems and interdependencies with exceptional clarity.
- Builds instant trust and emotional safety.
- Sees through people's illusions, values, and behavioural patterns with surgical precision.
- Resolves conflict rapidly and transforms adversity into growth.
- Radiates a powerful, loving, grounded presence.
- Walks his talk – disciplined, methodical, focused, and deeply intuitive.
- Exceptional cook, salsa dancer, swimmer, diver, nature lover, and adventurer.
- Warm, devoted, and committed to elevating human consciousness.



THE MOST EXTRAORDINARY TRAITS, ACHIEVEMENTS & LIFE MILESTONES

Legacy, Philanthropy & Global Mission

- Founder of the Abo & Ago Value Exchange Foundation.
- Creator of The Virtuous Experience® – an elite coaching package for UHNWIs and leaders.
- Launched the £1M Private Advisory & Life Mastery Program for the top 1% of leaders.
- Creator of the Author Accelerator Growth® Program and Family Renaissance® Transformation Programs.
- Goodwill Ambassador for NOHE and the United Nations.
- Dual UK & North Macedonian citizen with global speaking and coaching experience.
- Followed by millions worldwide.
- On a mission to positively impact one billion lives and elevate global consciousness.

