



As President and Founder of Illuminate PMC, Dr. David Shar masterfully blends psychological expertise with motivational inspiration to illuminate potential and light the path toward passionate, purpose-driven work. Through engaging stories, humor, and audience participation, he empowers people with science-backed strategies to reduce burnout, foster collaboration, and build positive cultures.

David holds a master's in industrial / organizational psychology and is a PhD researching burnout, meaningful work, and the changing nature of passion for work. He is a highly rated adjunct professor at the University of Maryland's rigorous I/O Psychology graduate program, teaching a range of courses including performance management, talent development, and organizational change.

David is a sought-after speaker and trusted advisor for HR professionals and other business leaders across industries including healthcare, law, supply chain, manufacturing, and technology. He holds the distinguished honor of being recognized as a Senior Certified Professional by the Society for Human Resource Management.

On stage or screen, David's authenticity shines through. He's a disruptive force, challenging traditional leadership paradigms, hustle culture, and the inevitability of workplace burnout. He translates complex psychological research into actionable, motivational, and memorable recommendations, igniting a transformation in his audiences.



David's mission is to create a future where work truly works for everyone, across industries and cultures. He welcomes people to join the Kinder Kind of Workplace Revolution, offering strategies to eliminate burnout, cultivate healthy conflict, reduce incivility, and transform toxic work cultures into collaborative ones. His actionable lessons reignite passion, restore purpose, and illuminate potential.

Clients and participants praise David's "infectious energy," "real-world applicability," and "lasting impression," leaving audiences talking and reflecting for weeks.

David is based in Baltimore, Maryland with his supportive wife, five wise and hilarious kids, and their 200-pound English Mastiff puppy. David travels worldwide speaking, teaching, and consulting (did we mention that his wife is very very supportive?).

With humor, heart, and science, David Shar illuminates potential and lights the path to inspiring work. Are you ready to reignite passion and transform your work culture?