Julie Laperouse Bio

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Julie Laperouse has been screaming all her life, but made it a profession in 2008 founding her training and speaking business Screaming Peacock. Julie challenges and energizes clients through customized training courses, engaging keynote addresses, executive coaching, and people strategy.

Julie has worked with clients ranging from Associated Builders and Contractors to Gulf Coast Bank to Kean Miller, LLP and with other corporate and nonprofit organizations of every industry and size. She’s even spoken to the National Funeral Directors Association. (A much livelier crowd than you’d think!)

Julie speaks and trains on leadership, thriving as a woman in business, public speaking, working with humans, team building and more. She is considered an expert trainer and facilitator with an impressive track record of high-performing professional clients.

She is also an author, having published her first book in 2011, “Are you a Screaming Peacock?” which serves as a tag-along to her public speaking engagements. Maintaining Screaming Peacock as a side hustle, Julie has also served as Chief Talent Officer of Advantage Capital and Managing Director of Emergent Method. She also co-owned a janitorial supply business with her husband, Paul, and is willing to share her lessons learned about working with your spouse over an old fashioned.

Julie is a native of Jennings, Louisiana, and received her bachelor’s degree from Louisiana State University’s Manship School of Mass Communication with a minor in Theater. She is active throughout her community and was included in the Baton Rouge Business Report’s “Forty Under 40” list in 2014 and named one of the “Most Influential Women in Business” in 2017.

In her free time, Julie enjoys cooking, running, being outside, throwing parties, and crafting with her four daughters, Annie Grace, Peyton, Beckett and Gentry.