

Bryan J. Ovalles Expands Mucho Más Que Dinero Through 2026 U.S. Leadership Tour

The author has brought the book's leadership and wealth-building principles to audiences across multiple U.S. cities throughout 2026.

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Entrepreneur, business executive and author [Bryan J. Ovalles](#) has spent much of 2026 taking the ideas behind Mucho Más Que Dinero beyond the pages of the book and into leadership and business conversations across the United States.

Throughout the year, Ovalles has participated in events and leadership sessions in New Jersey, Dallas, Houston, Atlanta, Austin and Indiana, using the tour to discuss principles centered on leadership, entrepreneurship, discipline, wealth creation and long-term thinking.

“

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Bryan J. Ovalles

leadership and legacy.”

From a Book to a Leadership Platform



Mucho Mas Que Dinero Tour, New Jersey Feb 2026

The tour reflects the central premise behind Mucho Más Que Dinero: financial achievement is only one dimension of success.

"Money can change what you have. Leadership changes who you become and what you are capable of building for others," said Bryan J. Ovalles. "That is why Mucho Más Que Dinero was never intended to be simply a book. It represents a philosophy about business, wealth,

Ovalles developed *Mucho Más Que Dinero* around lessons drawn from entrepreneurship, building organizations, developing sales professionals and leading teams through periods of growth and transformation.

Rather than presenting wealth exclusively as a financial objective, the book explores the behaviors and principles that precede sustainable wealth, including discipline, delayed gratification, personal responsibility, leadership and the ability to think beyond immediate results.

That message became the foundation for a series of leadership conversations during 2026.

The tour has included stops and engagements in:

New Jersey — early 2026
Dallas, Texas — February
Houston, Texas — February
Atlanta, Georgia — March
Austin, Texas — April
Indiana — April



Each stop provided an opportunity to discuss how the principles behind the book apply to entrepreneurship, business development and leadership in practice.

The conversations have also allowed Ovalles to engage directly with entrepreneurs, insurance professionals, emerging leaders and business teams operating in different markets across the country.

Building Wealth Requires Building the Person First

One of the recurring themes throughout *Mucho Más Que Dinero* is the distinction between pursuing money and developing the capacity to create, manage and preserve value over time.

Ovalles argues that sustainable wealth requires long-term thinking.

A short-term decision asks what something can provide today. Long-term thinking considers what that same decision may create five or ten years from now.

That distinction influences how entrepreneurs approach spending, investing, leadership, business development and personal growth.

"Wealth is not simply about earning more," Ovalles said. "It is about becoming the person capable of creating value, making better decisions and keeping what you build."

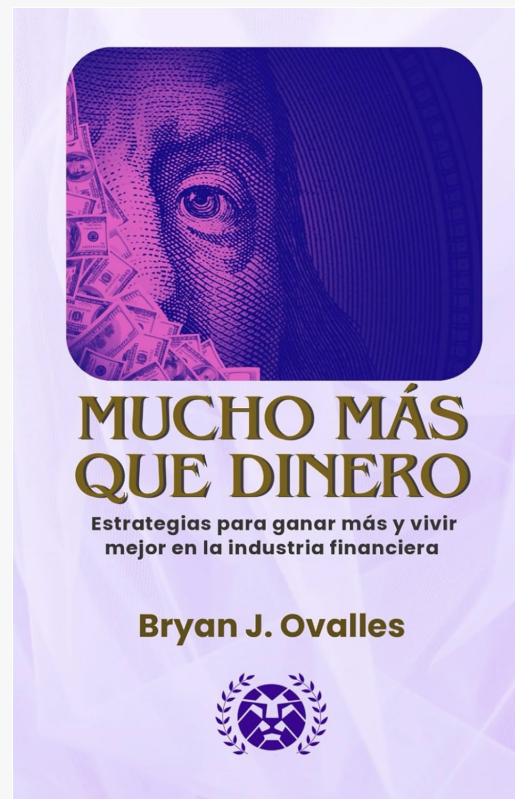
Connecting Business, Leadership and Legacy

The ideas behind Mucho Más Que Dinero also connect with Ovalles' broader work as Founder & CEO of PLI (Leon Partners Insurance & Financial Corp.), Founder of LPI Academy and Founder & Chairman of VIA Holding Inc.

Across those initiatives, leadership development and entrepreneurship have remained recurring themes.

Ovalles views the 2026 tour as part of a larger effort to document and distribute the principles developed through his experience building businesses and leaders.

That effort is evolving beyond individual speaking engagements into an expanding collection of written, video and educational content organized around six areas:



Wealth · Business · Leadership · Discipline · Life · Legacy

The objective is to turn individual experiences and lessons into ideas that can continue to educate entrepreneurs and emerging leaders beyond a single event, presentation or social media post.

Looking Beyond the 2026 Tour

As Mucho Más Que Dinero continues to develop as a leadership platform, Ovalles plans to expand its educational content through digital media, speaking engagements and additional resources.

The broader vision is to create a body of work documenting the principles, experiences and leadership frameworks that have shaped his approach to entrepreneurship and organizational growth.

"The goal is not to tell people how much money to make," Ovalles said. "The goal is to help people think differently about who they need to become, what they are building and what they eventually want to leave behind."

About Bryan J. Ovalles

Bryan J. Ovalles is an entrepreneur, business executive, author and international speaker. He is the Founder & CEO of PLI (Leon Partners Insurance & Financial Corp.), Founder of LPI Academy and Founder & Chairman of VIA Holding Inc. His work focuses on leadership development, entrepreneurship, business growth and expanding access to financial education and insurance solutions across the United States.

About Mucho Más Que Dinero

Mucho Más Que Dinero is a book and leadership platform created by Bryan J. Ovalles exploring wealth, business, leadership, discipline, life and legacy. Its central philosophy challenges entrepreneurs and emerging leaders to look beyond financial achievement and consider the character, decisions and long-term thinking required to build meaningful success.

Bryan Ovalles Paz

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