



Speaker BIO

Kathy McAfee

Kathy McAfee is **America's Marketing Motivator**, a professional speaker and executive presentation coach whose mission is to motivate business and community leaders to effectively use their energy, influence and resources to create positive changes in the world.

Her company, Kmc Brand Innovation, LLC, helps motivated executives and ambitious entrepreneurs to become the recognized leaders in their fields by mastering the art of high engagement presentations and highly effective networking. She does this by teaching her clients how to project more of their talent, power and influence when they present themselves and their ideas to others.

In her role as **Executive Presentation Coach**, she helps her clients increase their confidence, credibility, and influence by going PowerPoint®-FREE, engaging the audience and moving them to action. She is an approved trainer for LIMRA International's executive development program, where she teaches insurance and financial service corporate executive how to be more powerful and persuasive presenters.

A certified Master Practitioner of Neuro Linguistic Programming or NLP and certified Blind Spots Profile Coach, Kathy helps her clients to clear their limiting beliefs and install more effective strategies to realize their full leadership potential through executive coaching. She is the co-founder of Power Up Your Professional Image™, a professional development event-based company that helps career-minded women get an edge in the workplace by polishing their image, bolstering their confidence and expanding their network. Kathy is the author of *Networking Ahead for Business* (Kiwi Publishing).

Over the past 20 years, Kathy has held numerous corporate leadership positions, bringing marketing success to the likes of Levi Strauss & Co., Maybelline, Southcorp Wines of Australia and ADVO, where she served as Vice President of Marketing Services. Living and working in England for three years, she led European marketing initiatives for an international vision care company.

A graduate of Stanford University in Economics, Kathy is an associate member of the National Speakers Association/ Connecticut, a board member for the YWCA of the Hartford Region and active member of Soroptimist International of the Americas. She holds a black belt in the martial arts of Tae Kwon Do and teaches women's self-defense workshops. Kathy and her husband Byron are proud to be foster/adoptive parents of twin teen boys and they reside in Connecticut. To learn more about Kathy, visit her web sites: MarketingMotivator.net and MotivatedSpeaker.com