



About Mary Mayotte/Speech Fitness®

Background

An educator, thought leader, Media and MarCom specialist, Mary is a renowned “master teacher” and Executive Communications expert with more than 25 years in the field. She combines her unique array of experience in business, media and performance to help others find their unique voices, in order to succeed in all manner of “presentation”.

Her marketing background and expertise in “performance” enable Mary to help her clients find a more dynamic authentic public “presence” and appeal through her proprietary *Personal Branding* process. Executives, athletes, celebrities, authors, editors, politicians and policy makers—experts of all kinds—turn to Mary for help with everything from Sales Presentation/Pitching to television appearances and delivering keynote addresses to streamlining mergers+acquisitions (Transition Communications) and taking companies public (IPO).



Experience

Mary has held Marketing Communications and Public Relations positions in the financial, cosmetics and airlines/travel industries. She has also guest-lectured for the business schools of a number of colleges and universities. (She is currently developing a Communications program for NYU and an Executive Media Program for the Business School at the University of Denver). She was named a member of the faculty of Merrill Lynch's Speakers' Bureau where she has coached high wealth advisors alongside Wharton Business School Professors. With a team from the Executive Persuasion Group, Mary has taught Omnicom's Graduate Programs in Advanced Management. She has also enjoyed facilitating Partner programs for KPMG several times a year in Customer Relations and Conflict Resolution. She spent 6 years early in her training career with The Newman Group, before going out on her own. She occasionally serves as an interim Communications Executive; most recently acting as CMO for Advanced Brain Technologies and is currently guiding communication for the startup FuelBox and its young entrepreneurial founder and CEO along with leadership of a number of early stage companies—guiding young entrepreneurs and fast-growth organizations is work that she truly enjoys.

These and other varied experiences place Mary in a uniquely qualified position to help spark the imagination, creative spontaneity and undiscovered charisma of her clients; while also incorporating her considerable business savvy, strategic insight, financial expertise and intuitive strengths.

Media

With over 20 years' experience as a television personality/reporter, producer, media spokesperson and vocalist herself, represented by some of the top talent agents in the country, Mary has appeared in consumer news programming, hundreds of TV and radio commercials (over 300 Network spots), industrials, print ads through the Wilhelmina and Ford Modeling agencies, primetime/daytime TV, and stage. You might remember Mary as the voice who made famous the lines, “Gee - no, GTE!” and “Now, that's a complete toothpaste!” (with Mr. Foster for Aquafresh Toothpaste). Going way back in her TV career, she had the distinction of working with both halves of the original “Odd Couple”—Tony Randall for *Easy-Off Oven Cleaner* and Jack Klugman for *Canon Copiers*. Mary has co-produced hundreds of TV segments over the course of her career for TODAY, OPRAH!, GMA, THE VIEW, FOX News, CNN, The Talk, The Better Show, etc.

Media Training

She frequently assists authors, athletes—NCAA , the US SKI TEAM, most recently Julia Mancuso, US Olympic Tri-athlete and Equestrian Teams, Gabrielle (Gabby) Reese, and 2008 Olympian Dara Torres; spokespersons for product lines such as CoverGirl, Revlon, Olay and Pantene; celebrities (from Kim Raver (*Lipstick Jungle* and *Grey's Anatomy*) to Kate Gosselin (*Jon and Kate+8*) to Faith Hill; from Richard Simmons to Don Rickles!), and TV anchors on local and Network stations (for appearances on such shows as *Fast Money* (*hedge fund manager, Karen Finerman*), *Crossfire* and *Larry King Live*. MTV has hired Mary to work with the 4 talented young guys from *The Buried Life* for their media appearances and speaking engagements for their NYT Bestseller.

Major magazine publishing houses like Conde Nast and Time Inc. have relied on her for 15 years to prepare magazine leadership—over 50 top Editors and Publishers were trained by Mary for presentations and regular segments on *The Today Show*, *Late Night with Dave Letterman*, *Oprah*, *E!*, and *CNBC*, to name just a few.

Mary partners with publicists and publishing houses or gets hired by Authors directly to help them market their books and find the right Agents, Publishers, and Publicists to represent them. She then gets them 'ready for primetime' through her proprietary Media training program designed for Authors. "Going Public".

Mary led her media team on a nearly two-year mission to help "re-image" HSN /Show Hosts and guests, under Jen Cotter and Mindy Grossman, bringing them 'into the 21st Century' leading up to the celebration of their 30th "Birthday".

During the 2012 election, Mary was hired to collaborate with the Executives and Media Team on the launch of a new 'on demand' network-The Right Network with Kelsey Grammar for programming to target the "silent majority". She has coached several Presidential/VP and First Lady Candidates and has had the pleasure of working with the Host Committee from Linhart Public Relations for the Democratic National Convention in Denver. Additionally she counsels a number of highly visible State and Local New York politicians around the Country.

Current Services

Since founding Mary Mayotte + Associates in 1994, a training organization based in NYC, which she ran until March of 2010—Mary continues to consult on developing training programs for organizations globally. She "casts" these from her diverse "Network" of colleagues ("Speech Fitness Experts' Network") - talented consultants based around the world specializing in every field, who coach clients in all aspects of communications and marketing — from Leadership, Teambuilding, Organizational Development, Image, Conflict Resolution and Negotiation, Crisis Management and Diversity Awareness to Social/Media and Public Relations—just to name a few areas of her group's expertise. Clients rely on Mary to recommend 'the best in class' for their projects. Mary has been recently invited to join the team of Leadership Coaches at Extraordinary People, led by Human Potential guru Robert White.

Executive Coaching

She has developed an Executive Coaching program, built from her breadth of experience in working with executives in every industry. This program is designed to aid executives not only in corporate communications strategies and in keeping their organizations aligned through growth and change, but in developing leadership skills, setting/attaining goals and building confidence and assertiveness. For more than 18 years, Mary has customized these programs to meet her clients' individual needs; including preparation for Board, Analyst and Annual Shareholders Meetings, Crisis Communications and Media Training.

Speech Fitness Institute Retreats and Meetings

The success of these programs led Mary to realize one of her long-held dreams, when in 2003 she launched the Speech Fitness® Institute — a Rocky Mountains-based Corporate Retreat. Built around her innovative Speech Fitness® programs and her own mind-body-"soul-full" approach to development of human capital holistically, the Institute is a place where participants "camp out" at breathtaking venues such as Cordillera near Vail and The Wild Horse Inn and Devil's Thumb Ranch near Winter Park, The Broadmoor in Colorado Springs, Montage Resorts and The Golden Door Spa —some of her favorite spots, with the country's most renowned communications experts—and together, participate in custom-tailored, three to four day "think-tanks" with activities designed to loosen the mind and unlock each participant's individuality to become more mindful, effective, prepared and confident "expert" leaders and communicators.

Working previously in association with the Vail Leadership Institute (VLI) and now The Speech Fitness Institute's consulting team, (SFI-C), MMC has added a high-level of unique and expert counsel, executive to executive, in areas such as Organizational Alignment-Assessment and Development, Corporate Governance, Sarbannes Oxley Compliance issues, Ethics, Crisis Management, emerging leader programs and so on.

From executives to athletes—to deliver presentations in some form, whether presenting your skills, ideas, products, or yourself, to a national audience, your sales staff or the boardroom, there is a **Speech Fitness® program** which she has designed to help each presenter find his or her unique “presence”, focusing on the “instrument” in each of us that can be flexed and toned for maximum creativity, readiness, and impact. One of her best is called “Finding the Zone; Presenting Your Personal Best” and the newly designed “Practicing the Presence”—around Executive Presence.

Coach Certification and Publications

She has also created a cutting edge Speech Fitness T-3 Coach Certification Program under Speech Fitness® focused on her methods. She has developed extensive proprietary techniques and materials over more than 15 years under her service mark SPEECH FITNESS® This intellectual property has proven invaluable to her clients and has been licensed to large global organizations. She is writing several e-books and developing online programming “Speech Fitness on...” to preserve these materials and make them more available to the general public as well as producing webinars to support.

Mary is tackling a book entitled “Communicating on the Fast Track” about the generational and social/media challenges we are all facing when communicating our messages in the high-tech, fast-paced world in which we all find ourselves.

Experts Network

Mary is excited have launched an “Experts Network” to market her valued clients--Speakers, Spokespersons, Performers, Authors, Chefs, Inventors, along with her trainer/colleagues —Experts in every field. We are partnered with top Speakers' Bureaus, Publishers, PR, Advertising and Talent executives, Agencies and Corporate HR/Communications/Marketing as part of our Network of Experts to offer others in the Network additional visibility for the skills they have acquired in working with her team.

Boot Camps/Career Counseling/Personal Coaching

In addition to her programs for executives, Mary has developed a series of groundbreaking **Speech Fitness® “Boot Camps”**- personal training designed to address the needs of all professionals; her newest offerings **Millennial Boot Camps (MBC)** are designed to assist young professionals and emerging leaders to market themselves and communicate within the particular challenges facing these “Gen Y/Millennials” in today's challenging job market. She has recently been asked to create specialized Boot Camps for Gen X'ers, Small Business Owners, Modeling and Talent agencies. Organizations of all kinds call for custom/Individual programs. She also does Career Counseling, Career Boot Camps and has assisted these clients in finding job placement through her many contacts. She launched a specialized Boot Camp offering for American Military Veterans around the country in 2013. She has a number of Personal Coaching clients seeking support for meeting Life Goals and challenge.

Past Clients

Mary's extensive client list represents many diverse organizations and individuals. She has coached a wide range of business clients, from MCI leading up to their merger with WorldCom; to “dot-coms” like Doubleclick and WinStar New Media; to BBDO Worldwide in their efforts to retain their largest client, Chrysler along with her work with Communication Conglomerates such as Omnicom with their pitches to acquire new business. She worked with the Services Marketing Team to integrate throughout the Sun-Oracle acquisition and has more recently worked on IPOs in the oil and gas and tech industries out of Denver.

She has coached analysts at such companies as SG Cowen Securities Corporation, Smith Barney, Goldman Sachs, Morgan Stanley, Dean Witter and Leerink Swann. She has worked with Healthcare and Bioscience giants, to include Glaxo Smith Kline, Novartis, Bristol Myers Squibb--and Guidant, throughout their re-organization and acquisition process (from Johnson & Johnson --finally to Boston Scientific/Abbott). And Biotech firms--Biogen, Amgen etc.

Credentials/Personal

Trained as a vocalist, Mary studied at Julliard and has appeared with the Julliard Chorale, the Oratorio Society of New York at Carnegie Hall, New York City Opera Chorus and the high-point--singing with Harry Connick, Jr. at the Rockefeller Center Christmas Tree Lighting.

Formerly on the Boards of ARC Thrift Stores in Denver, the WPA Theatre and the National Corporate Theatre Fund in NYC, Mary has had affiliations with Vail Leadership Consultants (VLC), the Public Relations Society of America (PRSA), American Society for Training and Development (ASTD), Women in Communications (WICI), Association of Image Consultants International (AICI), Screen Actors Guild (SAG), Actors Equity (AEA), the American Federation of Television and Radio Artists (AFTRA), The Denver Metro Chamber of Commerce, the Cherry Creek Chamber (CCC), The University of Denver, Association for Corporate Growth (ACG), American Women in Enterprise (AWE), American Women's Economic Development Association (AWED), National Association of Female Executives (NAFE) and Cosmetic Executive Women (CEW).

A graduate of the University of Denver with a B.A. in Political Science (Pre-Law/International Relations) and Language, she is committed to finishing her M.A. in Counseling/Music Therapy with a concentration in Voice through The Institute for Music Health and Education in Boulder, Colorado in support of her coaching practice.

Mary is certified in (TLP) The Listening Program™ through Advanced Brain Technologies, with whom she was engaged as Interim CMO for in the launch of a book called "HEALING AT THE SPEED OF SOUND".

Deeply passionate about Mental Health issues, Mary has served on the ARCThrift Board. She is currently on Firefly Autism's Advisory Board and started her own family foundation to raise funds for Autism research. With a love of music and theater, she has also served on the Boards of WPA (Workshop for the Performer's Art, an off-Broadway Theater) and the National Corporate Theater Fund whose mission is to support regional Theater around the country.

Originally from Whitefish Bay, WI (Milwaukee), Mary splits her time between New York City, Denver and 'the road'. She enjoys hiking and biking; loves gardening, her nephews, godchildren and the young MBC graduates who often visit; and animals, especially her beloved kitty, "Princess" Pinkie, who assists her while she is at her computer editing TV scripts and speeches.