



## Professional BIO

# Kathy McAfee

Kathy McAfee is **America's Marketing Motivator**, a professional speaker, leadership coach, corporate trainer and writer, whose mission is to motivate business leaders to use their energy and influence to create positive change in the world of work.

Her company, Kmc Brand Innovation, LLC works with motivated business executives and ambitious entrepreneurs to help them become the recognized leaders in their fields by mastering the art of effective presenting, speaking, networking and personal branding.

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, Kathy helps her clients to clear their limiting beliefs and install more effective strategies to realize their full leadership potential.

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, Kathy is a member of the Connecticut chapter of the National Speakers Association, a board advisor for The Inner Circle USA and an active volunteer and fundraiser for Soroptimist International of the Americas and the YWCA of the Hartford Region. She holds a black belt in Tae Kwon Do and is a foster/adopt parent. A native of California, she and her husband Byron and their adopted twin twelve year old boys reside in Simsbury, Connecticut.

Learn more by visiting her web site: [www.MarketingMotivator.net](http://www.MarketingMotivator.net).