

MARK G MURRAY

Executive Speechwriter + Creative Director

**Brand storyteller. Engagement advocate. Image steward.
Engineer of audience experiences. Communications coach.
Dab hand at visual design. Leader + mentor. Idea machine.**

outcomes + results

MGMURRAY CONSULTING, LLC – 2021-2023 (FULL-TIME EMPLOYEE)

Oracle – 2022-2023 (CONTRACT)

Oracle CloudWorld, Las Vegas

- Opening Experience
- Main Stage Keynote Graphics and Partner Summit Video

Novavax– 2021-2023 (RETAINER)

- C-Suite Communications + Events, BOD and CHRO content
- Mission + Values, Intranet Design, Graphics and Style Guide
- Brand Expression Across Global Campuses (CZ, SE, US)

McAFEE – 2017-2021 (FULL-TIME EMPLOYEE)

INTEL– 2014-2017 (FULL-TIME EMPLOYEE)

EXTERNAL – C-Suite Keynotes + Media-Rich Presentations

- *Armed Forces Communications & Electronics Association (AFCEA)*, San Antonio – 2018-2019
- *Collision Conference*, Toronto – 2019
- *CyberWeek and Team8*, Tel Aviv – 2018-2019
- *FOCUS*, Las Vegas – 2014-2016
- *Google Cloud Security Forum*, Seattle – 2019
- *Intel Developer Forum*, San Francisco – 2016
- *International Consortium of Minority Cybersecurity Professionals (ICMCP)*, Dallas – 2019
- *Mobile World Congress*, Barcelona – 2018
- *MPOWER*, Las Vegas, Tokyo, Sydney, EU – 2017-2019
- *MPOWER*, Virtual – 2020
- *RSA Conference*, San Francisco – 2015-2020
- *Security Through Innovation Summit*, D.C. – 2016-2019
- *The Next Web (TNW)*, New York – 2017

INTERNAL – Keynotes, Webcasts, Videos, Blogs, Recognition,

- Special Projects (IPOs, Acquisitions, Re-Brand, Culture, DEI)
- C-Suite Communications + Events – CTO, CMO, CFO, CRO
- Office of the CEO Communications + Events
- Sales Kick-Off and Club – 2015-2020

SABRE – 1999-2014

EXTERNAL + INTERNAL – C-Suite Keynotes, EVP + SVP + VP
Webcasts, Videos, Newsletters, Recognition, Sales Summits,
Top Customer Events, Culture, Human Trafficking Initiative

AMERICAN AIRLINES – 1997-1999

Platform Migration of Travel Agency Data to New Travel Distribution
Technology

publications + media (snapshot)

GHOSTWRITER

- *Christian Science Monitor*
- *HuffPost*
- *Silicon Valley Business Journal*

INTERVIEW PREP KIT

- *Bloomberg Radio*
- *Forbes*
- *Harvard Business School*
- *Mad Money on CNBC*
- *Wall Street Journal*
- *Yahoo Finance*

in their own words EXECUTIVE PERSPECTIVES

(ceo one)

Thank you for all your help on this, Mark. It was a tremendous series of events this. And thanks, too, for the orchestration effort that made the keynotes really come together. Your commitment and attention to detail really shone through. This year felt like the best, and it was. Great way to start for our new brand!

(ceo two)

A BIG thank U. I was able to watch most of the morning sessions and tried to view this as a customer or partner might and thought it really hit home and came together. It was relatable and stressed how differentiated and solution-oriented we are. Overall, a fantastic statement about our company, especially in this new format*. This was really well done. The extra effort to customize for the Japanese market is truly impactful.

*Virtual Conference During the Pandemic

(ceo two)

You have represented the values we strive to uphold, and your commitment to establishing us as a leader in our industry does not go unnoticed. Once again, thank you for your dedication to making our company world-class.*

*Successful IPO

(cmo one)

Your genius is rivaled only by your humility. Typically, communications professionals have a 'dominant hand', be it writing for understanding, storytelling for inspiring, or graphic design for visualizing. You are a creative enigma in your ambidexterity, seamlessly and masterfully pivoting from building a suite of keynotes for global stages, to expertly crafting the latest company announcement, to imagining a new strapline for our company that tells our brand story in just three words. Yet, despite your gifted and extraordinary talents, you are a consummate team player, bringing forward and recognizing the natural talents of those around you.

(cmo two)

Love it with the speed and agility. THANK YOU Mark!!!
Let's publish it. I sooo need you in my (professional) life.

(cto)

Thank you for the amazing support in producing an amazing keynote – it was a fantastic collaboration! Thanks for your cinematic vision, coaching, and production – you played the role of both Spielberg and Lucas simultaneously.

(cto)

I know this was a new format and approach for all of us*, but I was very pleased with the final result. Thank you for all the guidance, feedback, and overall production – came off great.

*Augmented Reality Technology Demos

(svp)

Your insight, clear communication abilities, and your vision are fundamental to our success with this series of global customer roadshow events.

In their Own Words — Additional Post-Event Feedback From Executive Presenters

(svp, customer success)

Sincere thanks for the wonderful keynote speech you created for last night's event in Colombia. I simply cannot tell you how much the themes and messages resonated with...even touched...our customers and team members.

Colombians are a proud people with a beautiful country. Connecting them with our company so fundamentally and effectively was an outstanding achievement.

We are privileged to have you, our very own creative genius, as part of our company's family.

Many thanks for your amazing work. Let's do it again some-time. :-)

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(svp, sales)

As usual, you are the unsung hero of our meeting.

We have been working on this customer for several years now and finally got them to consider moving 1/3 of their business to us. Of course, we were pushing them for 2/3. As of yesterday afternoon however, after two days of high-caliber content presented to them in such powerful ways, they are now convinced that moving 100% of their business to us is the right idea!

The Europe team has been working on this hard for a long time, but without you re-working the agenda, customizing the templates, and super-charging the content with amazing storytelling, we would not have been able to come off as the polished, professional, intellectual power house that we are! Thank you for all of your help and last minute work on our meeting. We couldn't have pulled it off without you.

THANK YOU!

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(gm, sales)

I would like to take the opportunity to thank you for your wonderful support and work related to our series of events throughout Mexico.

Just as you predicted, we had a lot of fun presenting the topics of social media and mobility. I personally received several compliments from customers regarding my presentation. Needless to say, your insight, your clear communication abilities, and your vision to organize the material are fundamental in creating "the story". This event would not have been the success it was without your support.

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(ceo & president, NPR regional affiliate)

Hi, Boss! Thank you! Working with you was so enjoyable from the first moment to the last. I'm so glad I had the opportunity to do so. Can we stay in touch, puleez?

...

(ceo, non-profit)

I will treasure forever your beautiful production and the memory of that amazing keynote presentation I had the privilege to present. So many people have commented on the opening video and graphics in particular...always with a sense of wonder that a business event could have such fluency, poetry and deep meaning. I do not know how I came to be so fortunate as to gain your interest, but I promise, that event will be a life-highlight and a superior moment for me.

(evp, global sales)

Just used the new keynote and follow-on discussion documents with great success here in Toronto. Very good results. Easy to peruse through. Not too heavy and easy to digest. Nice work!

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Thank you so much for the hard work on my preso for the EMEA Online event. It went very well today and got great feedback for the customers. Very well done!!

Thanks as always for a job well done!

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Munich went well. Thanks again for helping make sure we continue to enhance our brand image as experts with deep insights.

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Big thanks for my Americas letter....Like the content and the tone.

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Now everyone knows how "good" you can make us be as we represent our company. You're our secret weapon!

CASE STUDY

'Pecha Kucha'-Style Event With 22 Presenters Appearing in Just Under Three Hours

FORMAT Each Presenter is Limited to 20 Slides That Auto-Advance After 20 Seconds. Each Presenter has a Total Time of 6:40 to Make Their Case and Win Hearts and Minds.

(employee audience)

Best team meeting ever!

Loved the format. OUTSTANDING! Rocked! Two thumbs up! Brilliant concept.

I didn't even have time to get bored! This format requires presenters to skip the salad and give us only the meat and potatoes.

loved the pace, loved the format, loved the humor/fun our leaders were able to show rather than showing the stuffy/boring/uninteresting side we usually have to endure....and STILL get their point across!

I thought the 20 slide max with 20 seconds per slide was absolutely outstanding. It kept all the presentations brief and informative without losing the audience.

This was a great idea, and should be used for all meetings (not just all-hands)!

It's amazing how much easier it is to pay attention to 20 X 6:40 than 5 or 6 @ 30-45 mins each.

It was nice to not have to sit through "death by powerpoint".

Best all hands meeting I have ever gone to, and that is despite not including breakfast:-)

With this meeting it is clear our leaders are working to instill an informal, fun, collaborative culture!

This by far is the BEST extended conference call I have attended in a long time.

The "6:40 rule" was outstanding.

Great meeting, very dynamic, relaxed, good content.

I liked the themes/variety in the templates instead of the same boring template/format each time.

If you can't say it in 6 minutes or less, U need to revise the message. Also enjoyed hearing presenters personal back stories & family photos.

Kudos to all the presenters they did a great job.

Appreciated that the meeting was kept on-time and moving.