

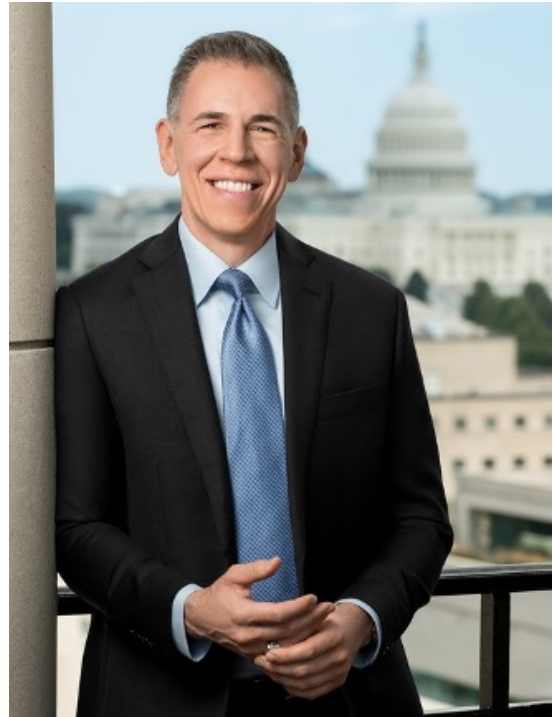


Leaders we've trained and places we've been seen:



Mark Albert

Mark Albert is the founder and CEO of [Media Advisory Experts](#), a Washington, DC-based consulting firm providing media training, crisis communications, earned media, storytelling and video production services to clients in the U.S. and around the globe. He and his team guide leaders on their path to amplify their stories in the media, coaching top executives from C-suite to founders.



Mark is a Peabody and EMMY award-winning master storyteller with a 25-year journalism career distinguished by investigative and political reporting, innovative storytelling techniques, and creative communications.

He's traveled the world for CBS News and reported from the White House, Capitol Hill and the US Supreme Court; created and led a national investigative unit for Hearst Communications; taught journalists in newsrooms in the US, Vietnam, and Pakistan; and created a media database to drive countless earned media appearances. He is also the host of '[Media Mastery Experts LIVE!](#)' – an in-person media training, public speaking and leadership communications bootcamp, as well as an [online course](#).

Mark has won some of the biggest honors in journalism while landing high-profile, national interviews, including with philanthropist and tech pioneer Bill Gates, government and political leaders at history-making moments, and visionary creators. He's been invited to bring his energetic, passionate speaking to audiences around the world.

Mark has been to 94 countries so far – with a goal to visit them all.

John Bates



Media Mastery Experts co-founder John Bates' driving purpose is simple yet profound: to uncover the brilliance within every individual and help it shine brightly in the world, creating a lasting impact.

As a [Leadership Communication Expert](#) and Strategic Communications Advisor, John brings a uniquely human-centric approach grounded in the neurobiology and evolutionary biology of communication. His work illuminates the science of how people connect, inspire, and influence one another—making the complex art of leadership not just accessible but

transformative. This perspective enables John to help even the most technical and analytical minds excel as communicators and leaders, ensuring his insights resonate universally.

John is sought after as a strategic messaging advisor, with 15+ years of experience partnering with global organizations to craft compelling narratives. His executive coaching, group training, and keynote engagements leave participants not just equipped but inspired. Whether working one-on-one with top executives or leading workshops for diverse teams, John's expertise fosters authentic, lasting change.

A globally recognized leadership trainer, speaker, and coach, John is one of the foremost experts in the TED talk format. He has coached speakers for over 35 TEDx events, supported numerous TED presenters, and serves as a coach for the prestigious TED Fellows program. John's mastery of this powerful storytelling approach has helped thousands of leaders at organizations like NASA (including NASA Astronauts), Johnson & Johnson, and General Electric amplify their influence and leadership outcomes.

John is also a bestselling author, an in-demand keynote speaker, and an accomplished emcee and facilitator. Known for his engaging and heartfelt approach, his sessions are often described as among the most impactful and unifying experiences teams have ever encountered.

###