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MARIANA ATENCIO

Expert on Trust, Communication, and Leadership; Award Winning Journalist, Bestselling Author, and International Keynote Speaker

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- Build trust at critical moments: As a journalist, Mariana learned to create trust quickly with world and business leaders. She also led her team into the unknown to cover hurricanes, earthquakes and conflict. Mariana shares real-world skills that everyone can use every day
- Increase self, team, and organizational trust: Mariana's signature Architecture of Trust is a force multiplier. It closes the trust gap so decisions, collaboration, and execution all improve
- Communicate with greater impact: Mariana helps leaders move forward in unpredictable times with confidence and communicate with clarity, authority, and authenticity
- Turn authenticity into a business asset: People learn to identify what makes them different and turn it into an advantage
- Interactivity creates connection: Mariana's energy captivates people. She compels the audience to engage with her and each other, making her learnings personal so they stick

- Beyond keynotes: An unflappable moderator and host: Mariana spent 15 years as an award-winning television news reporter and anchor. Her energy, poise, and intelligence elevate any event to new levels

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From her earliest days, Mariana Atencio was drawn to people and stories. Combining them into a career in journalism was a natural fit. It was there Mariana honed an essential skill for her work – the ability to build trust and connection on purpose. That work gave Mariana a window to study human nature and organizations that led her to become an expert on trust.

The journey there wasn't so simple. It began when she was mugged on a mountain trail in her native Caracas, Venezuela. As she knelt with a gun pressed to her forehead, she realized Caracas was a deteriorating place and she decided to pursue journalism in America.

Mariana knew America from spending summers there with her younger sister. Years later she spoke on the TEDx stage about those trips and the feeling of being an outsider struggling to adjust to a new country. That TEDx talk, "What Makes You Special," catapulted Mariana onto the global stage and has been viewed more than 25 million times. It established her as a global authority on the power of authenticity as a trust multiplier.

A scholarship to Columbia University's Graduate School of Journalism School paved the way for Mariana's 15-year career. She went on to become a hard-working news anchor for Univision and a national correspondent for NBC News, also filing for ABC. Her reporting has been honored with a Peabody Award, a Gracie Award, and three national Emmy nominations.

Mariana reported from environments where the stakes were high and lives were upended – anything from Cat 5 hurricanes to international conflict zones. "I would engage people at one of the worst times of their lives, and I needed to build trust fast so they understood I was trying to bring their story and an understanding of their situation to the viewers," she

said.

Mariana also interviewed top leaders from politics, culture, sports, and business – from Pope Francis and the King of Spain to icons like Serena Williams and Rafael Nadal. Mariana translated their lessons into practical, leadership-ready frameworks. Today, she brings those tools to organizations and leadership teams, helping them close the Trust Gap so decisions move faster, collaboration strengthens, and execution becomes more consistent especially during periods of change.

The success of Mariana's TEDx talk led her to expand her message in her bestselling book Perfectly You: Embracing the Power of Being Real, showing why "being real" is not a soft skill but the secret weapon in a world saturated with noise and AI-generated content.

Since leaving network news, Mariana has become a sought-after speaker on leadership, organizational culture, trust, and executive communication – as well as a host and moderator for high-profile gatherings, where she is known for guiding leaders in deep and candid conversations that deliver real insight. She is also the creator of The Trust Advantage newsletter.

Mariana is a frequent on-air analyst across major news networks, a Henry Crown Fellow at the Aspen Institute, and serves on the board of the future Smithsonian American Latino Museum in Washington, D.C.

TEMAS

Mariana tailors each presentation to the needs of her audience and is not limited to the topics we have listed below:

- Trust and High Performance Culture
- Leadership in Times of Change and Uncertainty
- Executive Communication and Influence
- Authenticity as a Trust Multiplier

- Resilience and Adaptability
- Team Alignment, Collaboration, and High Performance
- The Human Advantage in the Age of AI

PROGRAMAS

Real Matters: Building Trust at Eye Level

Everyone now has the same AI, the same data, the same tools. What separates you is whether people trust you – and trust is the one thing that cannot be faked. It builds higher-performing teams, more sales, and more revenue.

Peabody Award-winning journalist and bestselling author Mariana Atencio had to earn it when the stakes were highest – from interviewing world leaders making impossible decisions, Pope Francis to the King of Spain, to the teams she led into hurricanes and earthquakes. That is the ask now, at every level: lead people into the unknown without having all the answers.

Mariana delivers her Architecture of Trust: three layers, built in sequence – Self-Trust, Team Trust, and Organizational Trust – grounded in two decades of reporting and ongoing research with her global community of 1.7 million.

Then the audience proves it. Mariana leads a sixty-second exercise built on NYU neuroscience. It becomes the moment they talk about for the rest of the event, and a practice that changes how they show up in any room.

Real trust is built at eye level. Through strategic storytelling, humor, and live interaction, participants leave ready to build trust with colleagues, stakeholders, and customers. Because when organizations are real, they thrive.

Key Takeaways:

- Understand trust as the most valuable currency in the age of AI.
- Build self-trust on evidence you can point to, not a pep talk.

- Earn others' trust in 60 seconds – at eye level, not in your inbox.
- Make your purpose visible, so people believe in what you're building.
- Convert trust into faster decisions, shorter sales cycles, and people who stay.
- Practice it live in an exercise the whole room does together.

Audience: *Leadership and business audiences – executive teams, leadership summits, all-hands and all-company meetings, sales kickoffs, and leadership development or high-potential programs. Strongest in technology, financial services, professional services, and any organization operating under pressure, change, or public scrutiny. Built for everyone carrying responsibility, not only the people with "leader" in the title.*

Perfectly You: Embracing the Power of Being Real

Everywhere we look, we feel pressured to perform, conform, and be perfect. In the workplace – especially in times of change – that pressure shows up as overthinking, burnout, and a fear of being judged. But when people choose to show up as they are, they communicate more clearly, build stronger relationships, and work with greater confidence. For organizations, that brings increased engagement, performance, and retention.

Drawing from her viral TEDx talk "What Makes YOU Special?" (seen over 25 million times and translated into 13 languages) and her bestselling book Perfectly You, Peabody Award-winning journalist and executive communication coach Mariana Atencio shares her journey from chasing perfection to using her differences as an advantage.

In this presentation, Mariana's signature energy, storytelling, and interactive approach give audiences practical tools to drop the armor and bring more of their real voice into how they work and live.

At the center of this keynote is Mariana's four-step Authenticity Framework: [Your Uniqueness + Vulnerability + Purpose] × Network = Your Authentic Influence.

Audiences leave energized, connected, and ready to stand out, navigate change, and contribute – not by trying to be perfect, but by having the courage to be real.

Key Takeaways:

- Replace the pressure to be perfect with the confidence to be real.
- Learn and apply the four-step Authentic Influence Framework: [Uniqueness + Vulnerability + Purpose] × Network.
- Mariana's signature "Perfectly You" card exercise helps people identify what makes them different and turn it into their greatest advantage.
- Learn the one prompt that strengthens your network on the spot.
- Three moments of interactive, full-room connection that will completely change the way you show up in your personal and professional life.

Audience: *Company-wide and community audiences – annual employee gatherings, associations and industry conferences, Women's events, and Latino, cultural, and community groups. A strong keynote for recognition and award ceremonies, and for teams moving through change, restructuring, and rapid growth.*

Moderating /Interviewing / Hosting

Mariana has been moderator, interviewer, and host at high-stakes events for companies and organizations all over the world. In fact, she is a fixture at some events that wouldn't think of having the event without her.

More than just an onstage presence, Mariana brings her journalism skills to every assignment. She acts as an editorial partner, helping shape the throughline of a program; developing questions that match the moment and navigating complex topics with clarity. From geopolitics and technology to finance, media, and culture, Mariana works seamlessly with the production team to ensure technical execution is as polished as the content. She brings structure without stiffness and energy without chaos, so momentum stays high across multi-session and multi-day programs.

Mariana has interviewed and shared the stage with world leaders, cultural icons, and business executives, including Pope Francis, King Felipe VI (Spain), Michael Bloomberg, Bill Ackman, Arianna Huffington, Tyler Perry, Rafael Nadal, and Serena Williams. She has a reputation for putting guests at ease and getting surprising and valuable takeaways that resonate with audiences beyond the event.

Workshop - Stand Out: Communicating with Authority

Media training used to be reserved for the corner office. Now the people asked to present on Zoom, record a message, or post on LinkedIn are expected to do it well – and no one ever taught them how.

This hands-on training is led by Mariana Atencio, Peabody Award-winning journalist, three-time TEDx speaker, bestselling author, and executive communication coach, whose digital community reaches 1.7 million people.

Mariana teaches this method year-round in monthly executive cohorts, and more than 7,000 professionals have completed the program. Graduates have gone on to earn promotions and deliver their first talks on stage. They post on LinkedIn without second-guessing, introduce themselves with confidence at networking events, and lead virtual meetings with ease.

In this session, attendees practice in real time, receive direct feedback, and leave with skills they can use immediately. When an organization needs specific messaging, Mariana tailors the session to help leaders craft it and develop a communication plan the team can execute.

Key Takeaways:

- Practice power introductions that establish authority in the first thirty seconds.
- Apply the VIP Framework – Verdict, Impact, Proof – to craft messages that stick and land the first time.
- Cut any message to its essentials when you have ninety seconds and one shot.
- Develop an executive-ready presence on camera and in the room.
- Shoot, cut, and post professional-quality video from your phone – for the moment that cannot wait.

Audience: *Leaders and teams asked to present to boards, go on camera, and communicate to a multi-generational audience – from technical experts and back-office teams to the C-suite*.

Lead Anyway: When the Path Isn't Clear and Certainty Isn't Coming

You cannot lead others through what you have not yet built in yourself.

For established leaders or newly minted ones, the qualities they relied on to succeed won't necessarily help them lead others through uncertainty, make difficult decisions, and create meaningful impact.

In this fully interactive breakout, Peabody Award-winning journalist, author, and trust-builder Mariana Atencio helps leaders move from reflection to action through three connected practices: Experience, Embody, and Expand.

First, participants take stock of the evidence they already carry. Next, they identify where they have been surrendering their agency, and practice taking action on the decisions, conversations, and changes within their control. Finally, they work to replicate that change in those they lead, recognizing that what a leader models becomes what a team repeats. Rolling out that distinctive leadership approach can become an organization's competitive edge.

Designed as a standalone experience or as a deeper continuation of "Real Matters: Building Trust at Eye Level," this highly interactive session transforms leadership insight into deliberate, hands-on practice.

Key Takeaways:

- Leaders identify everything they have built, held, and lived through – then access that versus doubting themselves under pressure.
- Attendees learn to stop focusing on what they can't control and focus only on what they can control.
- Participants learn how to deliberately transfer this mindset to those they lead, and this new mindset becomes a cultural competitive advantage.
- Experience three hands-on practices that transform leadership insight into immediate action.

Audience: *Leadership teams, ERGs, high-potential cohorts, and emerging or senior leaders navigating change, uncertainty, or a critical inflection point.*

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