



## MARIANA ATENCIO

Peabody Award-winning Journalist, Bestselling Author, Entrepreneur, Inspiring Storyteller, and  
Host/Moderator

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- On a mission to help people supercharge their careers, their workplace cultures, and their happiness by embracing the power of authenticity
  - She became a national news anchor and correspondent, earning a Peabody Award for reporting which took her from Haiti to Hong Kong to the Syrian border
  - The success of her TEDx talk, “What Makes YOU Special?”, viewed over 25 million times, catapulted Mariana into a new storytelling outlet: speaking
  - Her first book, *Perfectly You: Embracing the Power of Being Real*, is a bestselling call to action to unleash the magic of personal and professional authenticity
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In a world where so much of what we experience is not what it seems, we're drawn to authentic people and organizations like a magnet. Their humanity and energy stand out and build trust, connection, and purpose – the foundation of great relationships and outstanding organizational cultures.

Mariana Atencio took the world by storm in 2017 with her viral TEDx talk on authenticity, "What Makes YOU Special?" – now with over 25 million views and translations in 13 languages. Her message: What makes you different is what makes you powerful. She in-spires leaders and teams with the courage to embrace a blueprint to thrive through uncertainty, constant disruption, and their own self-doubt.

The authenticity lessons Mariana shares in her speeches are personal. She came to America and tried to fit in as she pursued her career as a broadcast journalist. But it wasn't until she put self-doubt aside and decided to lean into what made her unique that her career began to take off. Her bestselling memoir, *Perfectly You: Embracing the Power of Being Re-al*, chronicles that journey and inspires readers to unlock the power of their personal stories.

Mariana built her journalism career first at Univision in Spanish, then crossed over to English at NBC News, where her boots-on-the-ground reporting on immigration, natural disasters, women's rights, and cartel violence earned her a Peabody Award, a Gracie Award, three Emmy nominations, and the NAHJ Presidential Award. During her career she reported from the front lines of global events in places like Haiti, China, and the Syrian border. Her in-depth interviews span the spectrum – from world and business leaders to cultural icons.

Today, Mariana brings those same skills to the biggest global stages at live and virtual events for the world's most respected companies and organizations. In her capacity as event host and moderator, she has interviewed heads of state, Fortune 100 CEOs, and global changemakers. She is unflappable as she moves from discussing innovation, the promise of AI, global economic growth, and a myriad of other important topics.

Mariana is an entrepreneur with her own media company and created the hit podcast *Startup Series: Latam* to spotlight breakthrough entrepreneurs from the Global South.

Whether she's delivering a keynote, moderating a CEO panel, or leading a purpose-driven conversation, Mariana Atencio is at ease with her role. Her blend of intelligence, prepara-

tion, and signature warmth help to elevate events and make them memorable.

Born and raised in Venezuela, she left her home country amid political unrest and came to the U.S. on a scholarship to Columbia University's Graduate School of Journalism. She is a Henry Crown Fellow at the Aspen Institute and serves on the board of the future Smithsonian National Museum of the American Latino in Washington, D.C., a testament to her life-long commitment to storytelling, representation, and community.

## **TEMAS**

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

- The Power of Authenticity
- Inspiration & Motivation
- What Makes You Unique?
- Embracing Change
- Leadership/Teamwork
- Resilience
- Empathy & Understanding
- Belonging & Inclusivity
- Breaking Stereotypes
- Building Community & Trust
- Hispanic/Latinx Heritage
- Women's Empowerment
- Moderating/Hosting

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## **PROGRAMAS**

### **THE POWER OF AUTHENTICITY: SUPERCHARGE YOUR CAREER, YOUR WORKPLACE CULTURE, AND YOUR HAPPINESS**

It takes seven seconds for people to form an opinion about you. That's why most of us are taught to fit in a box instead of embracing those parts of ourselves that stand out. As a

budding national TV journalist, Mariana was often encouraged to leave parts of herself at the door. But ‘covering’ did not lead to real belonging, especially in the workplace. Embracing her uniqueness did – and Mariana’s passion is empowering others to discover how to do the same. When people feel safe to be themselves, that authenticity builds trust, fulfillment, and credibility at work and in life. They’re able to embrace a mindset of transformation to meet change more resiliently. And leaders find fostering authenticity on their team spurs engagement, collaboration, innovation, and community.

This presentation can be tailored to each specific audience.

Sample takeaways:

- Why most of us find it so hard to be authentic, especially at work
- Discover the traits that make you “Perfectly You” and harness them
- One way to increase your personal fulfillment and a sense of purpose
- How being vulnerable inspires others, builds trust, and creates meaningful relationships
- Mariana’s 3-UP METHOD to inspire a workplace culture of innovation and openness
- Easy steps to cultivate transformation, impact outcomes, and enhance resilience in the face of change

## **MODERATING/INTERVIEWING/HOSTING**

With experience as a national network news anchor and reporter, Mariana brings warmth and intelligence to each hosting, moderating, and interviewing assignment. Mariana’s curiosity and poise help her get the most out of those on stage with her.

The breadth of Mariana’s experience speaks to her versatility. She’s moderated conversations on embracing a mindset for change at Microsoft, on the rights of women in Iran, on gender inequality at Foreign Policy magazine’s HERPower summit, on media representation at the Paley Center for Media, on financial literacy at Nasdaq, on building a personal and professional brand at Columbia University, a panel on geopolitics and economics at Citi Private Bank’s autumn dialogues with three heads of state from Latin America, a session at the United Nations General Assembly meeting on global healthcare inequity, plus the Congressional Hispanic Caucus, PepsiCo, JP Morgan, Accenture, Spotify, Google, YouTube, Clorox, AT&T, Spectrum, and more.

## **Workshop - Executive Presence & Influence: The VIP Framework for High-Stakes Communication**

Your expertise got you here. Your communication is what will take you further.

In the age of AI, anyone can generate slides and talking points, but no tool can replace the executive presence that earns trust and moves people to act. Today's leaders must deliver in boardrooms, client pitches, leadership meetings, on camera, and across digital platforms. Yet few were ever taught a clear, repeatable system for communicating with authority when it matters most.

Award-winning journalist Mariana Atencio spent more than 15 years at NBC News and Univision, where credibility is tested in real time. She translates newsroom discipline into a practical framework leaders can use immediately to structure their message, project confidence, and handle tough questions without losing the room.

In this high-impact workshop, participants will learn how to:

- Deliver powerful introductions with clarity and brevity
- Structure any presentation using the VIP Framework so their message lands and sticks
- Use strategic storytelling to build trust and drive action
- Navigate difficult questions with calm, control, and authority

Outcome: leaders who communicate with presence, precision, and influence in every decisive moment.

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## **PUBLICACIONES**

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PERFECTLY YOU

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## CONDICIONES

- **Travels from:** Miami, USA
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