



CEO MEDIA COACH™

INFORM • PERSUADE • MOTIVATE

To quote a client's endorsement:

Working with Donatella is an experience everyone should be fortunate to have during their career. I've watched her collaborate with C-level executives in a way that is unique, by building on their strengths and enabling them to bring their presentation skills to the next level. The hallmarks of her signature C-suite training include, but aren't limited to, her attention to detail and commitment to preparation. When working with C-level executives, her training is a 'must-have.'

On behalf of our *camera-ready communications*™ team, CEO MEDIA COACH Inc. appreciates the opportunity to introduce ourselves. Focused on Spokesperson Communications, we represent a range of industry sectors. Our clients speak for their organizations in the global marketplace. They are the face of their company and the voice of their brand. We specialize in making complex information understandable to a wide range of stakeholders.

As our name implies, CEO MEDIA COACH was founded by Donatella Giacometti to strengthen the multimedia communication skills of C-Suite officers, subject matter experts, and high potential managers. For over 20 years, company leaders have trusted our communication coaching capabilities to achieve the 3 C's: COMFORTABLE, CONFIDENT, CONVERSATIONAL presentations that:

- Deliver a memorable narrative
- Persuade influential stakeholders
- Command audience attention
- Respond concisely to questions
- Monetize key messages

With a Master of Science in Investor Relations, Donatella works in tandem with a core team of communication specialists and videoconference producers. A Certified Medical Laboratory Scientist, she is an invited speaker at life science and technology conferences. In addition, Donatella supports the next generation of business leaders through presentations at MIT, Columbia, and Harvard.

Grounded in brand marketing, public relations, and investor relations, CEO MEDIA COACH is uniquely qualified to complement our clients' strategic communications teams as they meet the regulatory, governance, and fiduciary challenges of executive presentations. Proprietary data-driven coaching tools underpin our proven message management system. We equip clients to inform, persuade, and motivate employees, journalists, investors, and other influential stakeholders.

We serve privately held ventures and publicly traded global companies, preparing C-Suite officers, high-potential managers, MDs, engineers, PhDs and Fortune 500 executives for media appearances, analyst Q&As and investment banking presentations such as:

- Investor conferences including JPMorgan, Jefferies, and Cowen
- IPOs and M&As with companies such as GSK and J&J
- Panel discussions, keynote speeches, and earnings calls
- Interviews with regional and international media outlets including CNBC, 60 MINUTES, BLOOMBERG NEWS, THE NEW YORK TIMES, and THE WALL STREET JOURNAL

At the forefront of modern media, we continue to fulfill our mission to *bridge the divide between story, spokesperson, and stakeholders*. As of this writing, over 300 million participants are videoconferencing daily on Zoom alone. CEO MEDIA COACH was recently interviewed on this burgeoning reality: *How to Communicate Persuasively on Video Calls* and *How to Become an Effective Company Spokesperson*. Many of our clients are world-class presenters — yet they still are challenged by modern media. Our programs prepare company spokespersons to:

- Adapt and effectively communicate remotely
- Master new presentation skills to remain competitive
- Make complex data understandable to a range of stakeholders
- Project a professional presence on-camera
- Rehearse company presentations, simulated news interviews, and Q&A sessions
- Mitigate presentation challenges, such as fear of public speaking, dialects, verbal fillers