

BETTER COMMUNICATION. BETTER ENGAGEMENT. BETTER PERFORMANCE.



It all began over 30 years ago, at a high school science fair. Ira Koretsky had presented his computer program on the heart and the circulatory system. One by one, the prizes were announced... third... second... first place. After nearly 100 hours of programming evenings and weekends, he slumped his shoulders and thought to himself, "I lost." Then... Ira heard the chairwoman announce, "We are awarding the grand prize to a young man who could sell me my own pair of shoes!" And his name was called...

He was a US Army Captain in the Medical Service Corps serving as both a public affairs officer (PAO) and chief information officer (CIO) in the military health system. He designed presentations for himself and over 40 military and civilian executives in technology and healthcare. At just 21 years of age, he gained invaluable insights into engagement, public speaking, communication, and storytelling.

Ira has held various leadership roles in marketing and product management. After earning his MBA from the University of Maryland, Ira entered into the world of leading edge technology in the San Francisco and Silicon Valley areas. It is there, he started The Chief Storyteller® in 2002.

Like all good communicators, Ira loves the stage. He performed improvisational humor professionally with ComedySportz in a career spanning 12 years and more than 1,000 shows. He puts to good use these skills as an adjunct professor at the University of Maryland Robert H. Smith School of Business, where he teaches public speaking, data storytelling, and storytelling. The final is a 5-minute TED talk.

Ira improves individual and organizational performance through better communication. His specialties are helping you to simplify the complex and to communicate more effectively, especially when the stakes are high. For over 20 years, he has been a sought-after speaker, delivering more than 540 keynotes and workshops globally. He is a public speaking and storytelling coach, with over 40 articles published. And his firm was awarded "Top 10 Emerging Executive Coaching Companies for 2022" by *Manage HR Magazine*.

He has accelerated success for fast-growing companies, Fortune 50 firms, non-profits, and government agencies around the world including American Bar Association, American Diabetes Association®, Department of Energy, Deutsche Telekom, Engineers Canada, EPA, IBM, Lockheed Martin, Government of Georgia, Microsoft, T-Mobile, and Yum! Brands. Of note, he helped the Library of Congress become the Federal Procurement Executive Agent for over \$515M in information products, TCIG quadruple revenue in just 6 months, and a high technology company win a \$94M multi-year contract.

21+

years in
business

40,100+

people
inspired

105+

cities
presented in

14

countries with
customers

550+

programs
delivered

10

years as
adjunct

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Contact Ira today to talk about how better communication will help you achieve your goals by email or +1 (301) 718 – 8368