

# ACCELERATE REVENUE. IMPROVE 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 messaging, 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, communication, and storytelling. The student final is a 5-minute TED talk.

Ira improves your 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 more than 20 years, he has been a sought-after speaker, delivering more than 500 keynotes and workshops in 11 countries. He is a public speaking and storytelling coach. And has had over 40 articles published.

He has accelerated success for growing companies to Fortune 50 corporations, non-profits, charities, and government agencies around the world including American Bar Association, American Diabetes Association®, CRDF Global, Department of Energy, EPA, IBM, Lockheed Martin, NIST, Government of Georgia, Yum! Brands, and Warner Bros. Of note, he helped the Library of Congress become the Federal government procurement Executive Agent for over \$515M in information products, TCIG quadruple revenue in just six months, and a high technology company win a \$94M multi-year contract.

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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