



MERRIE SPAETH

Founder and President

Merrie has a unique background in media, government, politics, business and entertainment. She is a thought-leader in communication theory, executive training and coaching including how to utilize social media to maximize influence. Merrie is acknowledged as one of the most influential communication counselors in the world.

Merrie has coached thousands of executives who want to become more effective communicators, improve their presentation skills and ultimately expand their leadership capabilities. She gives clients a proven approach to communication and teaches them how to structure remarks and presentations to take their careers to a higher level. Clients include Fortune 500 C-suite executives who have adopted the Spaeth approach for themselves and their global organizations as well as entrepreneurs, academic gurus, politicians, nominees and others appearing before House or Senate committees. The Dallas Business Journal has

named her a “Change Maker” and DCEO Magazine featured her on the cover in September 2013 with the headline “The Fixer.”

Merrie was a White House Fellow assigned to FBI Director William Webster. She then served two years as director of public affairs for the Federal Trade Commission, and in 1983, President Reagan appointed her as director of media relations at the White House.

Merrie writes regularly on communication topics, and her columns have been collected into two books, *Marketplace Communication* and *Words Matter*. Both books are available at merriespaeth.com. *You Don't Say!*, her most recent book, is available on Amazon and compiles communication mistakes from her popular monthly BIMBO Memo. She blogs regularly on spaethcom.com.

A cum laude graduate of Smith College and a graduate of Columbia Business School, she is an instructor at Business Leadership Center of the Southern Methodist University's Cox School of Business where she teaches “Communication as a Strategic Business Tool,” “Influencing through the Power of Storytelling” and “Humor as a Leadership Tool.” She speaks on these topics and others to companies and associations in virtually every industry.