

MARINA MARA



INTERNATIONAL MEDIA, BRAND
& REPUTATION ADVISOR

MEDIA & SPEAKER KIT 2025



BIOGRAPHY

MARINA MARA is globally recognised as the premier brand custodian for high-profile personalities, business leaders, tech ventures, and corporate enterprises, with a singular core mission: fortifying and safeguarding their most valuable asset—their reputation!

The eponymous agency's renowned 18-year success is rooted in its specialised menu of intelligence-driven services meticulously designed to cater to distinct aspects of business development. This ensures clients safely transition and grow through their brand endeavours all the way to media and public prominence.

Widely recognised as an authority in image and reputation management, she's frequently likened to the "special forces" of the industry.

As a brand architect, Marina and her team collaborate closely with founders and executive teams, spearheading successful rebrands and brand activations. Central to the agency's approach is "The Brand Review," the world's only brand diagnostic consulting tool developed by Marina over 14 years ago to fill a severe gap in the industry. Intelligently grounded in principles of neuroscience, social psychology, and lingual semiotics, it has been instrumental in shaping transformative outcomes for brands and corporations worldwide, regardless of size.

As a reputation advisor, Marina provides strategic counsel to clients, aiding in proactive reputation management and navigating various reputation threats. Her expertise enables leaders to represent their organisations diligently, turning reputational challenges into triumphs.

Global media outlets frequently seek her perspectives on brand and image management, drawn by her passionate engagement and reputation for delivering thought-provoking insights that challenge conventional paradigms.

Beyond her agency roles, Marina mentors early-stage venture founders across diverse sectors. Lead by innovation, she is also a co-founder of a behavioural optimisation venture set to launch in November 2025 and retains advisory positions on tech startup boards and accelerators in Australia and the U.S. Passionate about inspiring excellence in the next generation of communications professionals, Marina guest lectures in academia with a curriculum focused on industry disruption and innovation in communications, journalism, and the media.

As a Greco-Australian entrepreneur born and raised in Athens, Marina is now based in Paris and Los Angeles, leading a global life that transcends geographical boundaries.


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“Meticulously crafted to fortify and elevate
your corporation’s image and reputation
from its very foundation: its people!”

REPUTATION APEX

LEARNING & DEVELOPMENT

CORPORATE AFFAIRS

CRISIS LEADERSHIP

In today’s corporate landscape, a robust reputation is an indispensable asset; however, the communication teams responsible for it face unprecedented fragmentation.

After two years of intense planning, including targeted interviews, exhaustive analysis of case studies and data, and thorough market research, MARINA MARA pinpointed a glaring gap in the corporate landscape: a pervasive lack of reputation management knowledge and experience, in both communications and executive teams.

That’s because the convergence of various professional disciplines, including marketing, social media, and media relations, into unified communications teams has led to a diverse skillset mix but a need for more expertise in effective media relations, particularly crisis prevention and management.

In a marketplace where enduring profitability and future expansion hinge significantly on intangible assets such as brand equity, intellectual capital, and goodwill—representing 70% to 80% of market value—companies become particularly susceptible to factors that could tarnish their esteemed reputation. REPUTATION APEX is an immersive learning experience that swiftly elevates the capabilities of communications teams in relation to crisis preparedness and management. Delivered as a two-day workshop, this is open to anyone in an organization, regardless of knowledge level. Participants are upskilled equally through diagnosis, cross-training, crisis simulations, collaborative problem-solving, a framework for reputation excellence, and a toolkit to support their team and preparedness activities moving forward.

CURRENTLY FACILITATED IN:

SYDNEY • LONDON • PARIS • DUBAI • SINGAPORE • COPENHAGEN • NEW YORK



SPEAKING & KEYNOTES

MARINA MARA INVIGORATES AUDIENCES AND TEAMS WORLDWIDE WITH HER **PRACTICAL, REAL-LIFE STORIES** AND **TACTICAL TAKEAWAYS** THAT **ENTERTAIN, EDUCATE, AND CREATE INSPIRING LEADERSHIP SHIFTS**. YOU CAN COLLABORATE WITH MARINA FOR YOUR NEXT EVENT OR VIRTUAL SUMMIT.

THE 2025 SPEAKING THEME IS INSPIRED FROM MULTI-INDUSTRY TRENDS AND FORECASTS, DELIVERING RESONANT MESSAGES THAT SPEAK TO DIVERSE AUDIENCES. **ALL SPEAKING ENGAGEMENTS ARE CUSTOMIZED TO SUIT YOUR ORGANIZATIONAL GOALS, EVENT THEME, AND TARGET AUDIENCE.**

BRAND AROUSAL IN THE ERA OF THE DESENSITISED CONSUMER

BUSINESS

BRANDING

MARKETING

CORPORATE

LEADERSHIP

Welcome to branding in the era of the desensitised consumer!

Scientists have discovered that a person can process up to 74 gigabytes (GB) of data daily. Within the intricate workings of the brain, weighing a mere three pounds, an astonishing 70,000 thoughts are navigated daily through 100 billion neurons and over 500 trillion synapses. We are bombarded by a relentless stream of information and ads, and standing out is tougher than ever before. Along with rapidly evolving societal shifts, audiences have become increasingly immune to traditional marketing tactics, presenting a formidable challenge for brands.

We don't have a brand messaging problem. We have a mental bandwidth problem!

In this world-first keynote address, MARINA MARA explores the science-backed power of Brand Arousal as the antidote for the desensitised consumer.

Just as human arousal stimulates our subconscious desires and relational aspirations, brand arousal ignites a profound resonance that makes brands incredibly attractive in the marketplace. The problem is that most brands operate in the low arousal space, and they don't even know it!

Branding, like dating and mating, triggers deep-seated responses that go beyond rational decision-making, fostering heightened affinity, virality, and connection. Understanding this shifts the way we approach storytelling and marketing, while macro-level trends further underscore the importance of brand arousal in shaping consumer perceptions and behaviours on a broader scale.

Participants will walk away with valuable insights on brand romance, brand attraction, and sensory stimulation, backed by neuroscience and behavioural case studies from the animal kingdom, all perfectly demystifying the dos and don'ts for all marketers!

Interested in having
MARINA MARA speak
at one of your events?

Share details about your upcoming event, and our team will reach out to discuss your event brief and speaker requirements.



EXPERT COMMENTARY

MARINA MARA is regularly interviewed by top-tier media outlets and online publications, about entrepreneurship, the media landscape, branding, reputation, and crisis PR. Below are the interview talking points for 2025.

PERSONAL REPUTATION

- Cancel Culture: How Not to Get Cancelled in 2025.

CORPORATE REPUTATION

- Two New Roles to Add to Your C-Suite: Chief Listening Officer, and Chief Reputation Officer. Here's Why.
- The Advantage of Proactive Reputation Nourishment in Turbulent Economic Times.
- Too Late? Why Leaders are Now Realizing the Hidden Costs of Reputation Crises.
- PR Crisis Recovery: Strategies to Bounce Back and Rebuild Trust.

BRANDING

- The Era of the Desensitised Consumer, and Branding's Battle for Authentic Connection.
- Personal Branding: Confronting Its Own Identity Crisis.

FAME & CELEBRITY CULTURE

- Competing for Airtime. How We're Navigating Fame and Influence, and Our Unhealthy Obsession with Wanting to Be Seen.

ENTREPRENEURSHIP

- Mastering the Emotional Rollercoaster of Entrepreneurship.
- The Loneliness Epidemic: Understanding Its Proliferation and Impact on Entrepreneurs.

START-UPS & SCALE-UPS

- Beyond the Venture – How Founder Reputation Impacts Capital Raising.
- PR as a Growth Metric: How Thriving Startups Drive Growth Through Strategic Public Relations.



MARINA MARA

SOCIAL ASSESTS

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MEDIA & PUBLICITY ENQUIRIES

For expert commentary, guest podcast invitations,
or media interviews, please send your request to:

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