



M. A. Pfister  
Strategy Group

# Speaking Series

captivate | innovate | motivate

International Speaking Engagements:

## Customizable Board of Directors & Leadership Topics

Finding the perfect speaker or facilitator for your specific event can be easy if you know where to look. Combining both an *'inside view'* as an experienced Executive and Board Director and an *'outside view'* as a renowned Board Consultant, Mark A. Pfister brings unique perspectives and real-world Board expertise to any meeting, conference, or trade show.

### Objective

With a passion for teaching, collaborating, and sharing information, Mark A. Pfister has joined the stage as a keynoter, sole presenter, moderator, and panelist on countless speaking engagements on the topics of strategy, governance, leadership, and Board Directorship. When organizations search for a speaker to leave a lasting impression, Mr. Pfister is frequently considered due to his combination of experience, presence, and his ability to make a true connection with the audience. It has been quoted, *"Mark's ability to collaborate and seamlessly incorporate a requested topic into his repertoire during our many conferences has not only elevated our organization's image, but also made our yearly event a 'must attend' for many executives joining us from around the world."*

### Speaking Topic Ideas (not limited to...)

- o Strategy & Governance
- o Leadership Development
- o Board Directorship
- o Succession Planning
- o Executive Compensation
- o Turnaround Management
- o Technology & Cybersecurity
- o Proper Board Architecture
- o Modern Board Candidate Packaging
- o Startups & Entrepreneurship
- o Program & Project Management
- o ...and many other customizable topics

Plus: ✓ Ask about options for Breakout Sessions and Workshops...



For Private, Public, and Nonprofit Organizations  
Performing over 80+ Speaking Engagements Yearly



## Ready to Book? Questions?

Our goal is to serve you and do our part in making your event a success. If you have any questions, would like additional information, have a unique situation, or require a custom approach, please contact Mark A. Pfister at **+1 (917) 710-0803** or **Mark@PfisterStrategy.com**

Thank you.



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## Fee Schedule

Pricing Categories:

Keynote  
Speaker

Corporate  
Functions

Advisory  
Groups & Trade  
Shows

Nonprofits  
& Colleges

Every event has unique needs and goals. We strive to provide you with options for partnering together to help meet the objectives of your event and your audience.

### Premium Plus Package

total investment

email for  
pricing by  
category



- ✓ Up to 3 Presentations within the same day
  - ✓ Interactive Content with Breakout Sessions
  - ✓ Meet & Greet after Presentation(s)
  - ✓ Up to 300 books for actual attendees (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – up to an \$8,175 value
  - ✓ Inclusive Expenses \*
- Up to 2.5 hours each

### Plus Package

total investment

email for  
pricing by  
category



- ✓ Up to 2 Presentations within the same day
  - ✓ Interactive Content with Breakout Sessions
  - ✓ Meet & Greet after Presentation(s)
  - ✓ Up to 200 books for actual attendees (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – up to a \$5,450 value
  - ✓ Inclusive Expenses \*
- Up to 3 hours each

### Basic Package

total investment

email for  
pricing by  
category



- ✓ 1 Presentation
  - ✓ Interactive Content with Breakout Session
  - ✓ Meet & Greet after Presentation
  - ✓ Up to 100 books for actual attendees (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – up to a \$2,725 value
  - ✓ Inclusive Expenses \*
- Up to 3.5 hours total

#### \* Expenses:

- **Included Expenses:** Includes driving within 30 miles of New York City, hotel accommodations for one night, car rental or mileage for one day and meals for one day. Any additional days or items must be negotiated in advance.
- **Not Included Expenses:** Airfare or travel outside of 30 miles of New York City. ALL hotel accommodations, car rental or mileage and meals associated with multi-day speaking engagements OR outside of 30 miles of New York City.

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## Mark A. Pfister Biography



### Non-Executive Director, Board Consultant, & Business Strategist

with focus in Strategy, Governance, & Technology/Cybersecurity

With a strong focus in Strategy, Governance, and Technology/Cybersecurity, Mark A. Pfister is CEO of M. A. Pfister Strategy Group, an executive advisory firm that serves as a strategic advisory council for executives and Boards in the private, public, and nonprofit sectors. He is also Chairman & CEO of Integral Board Group, a specialized Board services and consulting company. Mr. Pfister is a *'Board Macro-Influencer'* and his success has been repeated across a wide range of business situations and environments. He prides himself on being a coach and mentor to senior executives and directors. In Board Director circles, Mr. Pfister has earned the nickname *'The Board Architect.'*

The overarching theme throughout his career has been his aptitude in leadership positions, passionate focus on people, unique governance models, and ability to create value for stakeholders through innovative business strategies and operational excellence. Michael Lorelli, Executive Chairman of Rita's Franchise Company, has said, *"Mark's unusual combination of excelling at a macro and micro grasp of business, genuine interest in Governance, and ability to coach and mentor a Management Team make him a terrific Independent Director."*

Mr. Pfister is a certified project management professional and frequently serves as an expert Project Executive, consulting on global projects in their initiation and operational phases, as well as programs requiring remedial focus to bring them back on track. He has deep knowledge and experience in Board design & operations, strategic planning, business transformation, technology implementations, decisioning processes, continuing education programs, executive coaching, and governance models.

Previously, Mr. Pfister was CEO of Pro4ia, Inc., an international consulting and professional services company specializing in a wide range of technology solutions utilizing formal Project Management as a proven and repeatable delivery method. With a Fortune 50 client list, Pro4ia was Citibank's Nominee for Crain's Magazine *'Entrepreneurship of the Year'* Award in 2005. He simultaneously served as CEO of Onit, Inc., a national sourcing company specializing in placements for all levels of technology skill sets. Mr. Pfister was also the National Program Office Leader for American Express leading some of the largest technology transformation initiatives in the company's history. He served as a Licensed Engineering Officer in the U.S. Merchant Marine, holds a B.S. from the State University of New York Maritime College in Facilities Engineering, and completed Harvard Business School's Executive Education Program for Board Directors.

Mr. Pfister is the creator of the *'Board as a Service'* (BaaS) engagement model, an industry he is credited with inventing. He is a Master Speaker and conducts national speaking tours, lectures, and seminars focused on effective leadership, strategy, Board architecture, becoming and exceptional Board Director candidate, professional project/program management, and entrepreneurship.

His popular book, *'Across The Board: The Modern Architecture Behind an Effective Board of Directors,'* an Amazon best-seller with over 13,000 copies in circulation in 65 countries, has influenced a whole new generation of Board Directors.

Mr. Pfister is a proficient Board Director and CEO with experience across multiple industry verticals. He is typically the Chair, or a member of the Strategic Planning Committee, Governance Committee, Technology & Cybersecurity Committee, and Nominating Committee. Mr. Pfister's experience as a renowned Board Consultant, having guided and coached hundreds of Boards, Board Committees, and Board Members, additionally offers up unique and informed viewpoints to the companies he serves.

He holds a *Masters Professional Board Certification* through the American College of Corporate Directors (ACCD), is a member of the National Association of Corporate Directors (NACD), is a certified *Project Management Professional (PMP)* through the Project Management Institute (PMI), and holds a *Certified Cyber Intelligence Professional Board Certification (CCIP)* through the McAfee Institute.