



SUGGESTED INTRODUCTION

Planning a great event comes with plenty to manage, so we'd love to make one thing easy.

We've included a sample introduction below that you're welcome to use as is or personalize for your audience. We hope it saves you a little time so you can focus on everything else that makes your event exceptional.

Suggested Introduction

Anne Marie Anderson is a three-time Emmy Award-winning journalist, keynote speaker, and author who has spent more than three decades with unmatched access to the greatest athletes and coaches of her generation.

She interviewed Kobe Bryant more than 40 times across his career. Sat down with Tiger Woods at the peak of his dominance. Covered Serena Williams, LeBron James, Phil Jackson, Michael Phelps and the architects of championship organizations in the NBA, NFL, MLB, and beyond.

As a broadcaster for ESPN, ABC, NBC, FOX, and TBS, she has called more than 1,500 live events and produced SportsCenter coverage across six Olympic Games, the Super Bowl, and every major championship stage in sports.

But what she brings to this stage today isn't a highlight reel. It's a framework. After decades watching the best in the world perform under pressure, lose everything, rebuild, and win again, she noticed a pattern. And while she still appears regularly on ESPN she travels the world teaching leaders who are ready to use what she has learned behind closed doors.

Please welcome three-time Emmy Award winner and author of *Cultivating Audacity*, Anne Marie Anderson.