

# GENESSA KRASNOW

CREATIVE STRATEGIST :: TUNER :: SPEAKER

## SPEAKING TOPICS

**The Emotional Revival**  
Tools and Techniques to  
Awaken to Your Authentic Self

« **For Women and Girls ::**

Recognize, listen to and engage the power of our innate attributes to create opportunities and personal fulfillment.

« **For Businesses and Organizations ::**

Increasing productivity and employee morale by cultivating environments of connection, communication and collaboration.

« **For Educators ::**

Modeling personal and empowered expression as a direct response to bullying, truancy and achievement hurdles.

« **For Inspiration ::**

Connecting to our emotional centers to shift paradigms and incite collectives of change makers.

## PREVIOUS CLIENTS

- American AIDS Rides
- Microsoft
- MGX
- National Association of Broadcasters
- NAPTE
- ITV Symposium
- CES
- Reel Grrls
- Seeds of Compassion
- Equalityyoga
- Northwest Girls Coalition

*Connection inspires **ACTION.**  
Action creates **CHANGE.***



*J. Michael Tucker*

Genessa Krasnow will **inspire** and **enliven** your next meeting by calling attendees to action and **motivating them to create change**, be it professionally, personally or globally.

Genessa's years of developing leading edge campaigns and events lends a unique approach to understanding behaviors that will manifest in **thriving opportunities in business, education and interpersonal relationships.**

Genessa generates a toolkit for **connection, communication and collaboration** by tuning audiences into their energy which aids in the discovery their authentic selves.

Genessa's awakens our heart centers, which ultimately leads to **greater productivity, improved relationships and increased happiness.**

Genessa will ignite your audiences by inspiring them to embrace their authentic voice, thus **empowering and motivating individuals to be more true to their essential nature and perform to their highest standard.**



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## Biography

Genessa Krasnow creates solutions. She works with clients conceptualizing, developing and inspiring innovative communication strategies that generate resonance, revenue and social and environmental wellness.

During her near decade with Microsoft, Genessa produced innovative user experiences for which she has patents and patents pending. She has presented these concepts to both national and international audiences and for a variety of Microsoft executives including former CEO Bill Gates.

Genessa was the Creative Director for Seattle based Seeds of Compassion, an event to inspire and cultivate compassion, featuring His Holiness the Dalai Lama and Archbishop Desmond Tutu. In this role she designed and implemented the brand, marketing and creative elements to inspire and promote compassion for thirteen events. This included producing the Concert for Compassion and speaking to an audience of 10,000 prior to the pre-concert dialogue featuring His Holiness the Dalai Lama, musician Dave Matthews and NBC correspondent Ann Curry.

Genessa was a founding board member and former board chair for Seattle based non-profit Reel Grrls. She has spoken to Fortune 500 companies on the importance of providing programs to engage at-risk youth in storytelling, media and technology. She has taught at the university level and presented to audiences worldwide.

She earned her B.A. from American University, a Master's from the Interactive Communications Program at New York University's Tisch School of the Arts, and a film and video degree from the University of Washington. Through all these experiences she has come to realize that nothing is more important than working on projects that create

change and working with people who are leading the charge to guarantee that our future is better than our today.

And she has crazy good luck.



## TESTIMONIALS

"Genessa Krasnow is a woman on a mission—engaging people to connect their hearts and minds to make the world a better place. **As a public speaker she is powerful, connected and funny—her passion is infectious.** I have seen her move a room to connect viscerally with a message. Using personal stories, emotionally engaging observations and a dynamic wit, she has the power to connect with an audience in meaningful community dialogue."

— Malory Graham, Executive Director, Reel Grrls

"I have had the pleasure of being present at a number of Genessa's speaking engagements. I have seen her consistently demonstrate her ability to **bring together mastery of the subject matter, empathy and humor to educate, inspire and entertain.** She is a remarkable speaker."

— Yoram Bernet, Founder and President, Carbon Salon

"Genessa **inspires and energizes an audience.** Her passion is contagious and her approach to ideation, product development and marketing are both unique and thought provoking."

— Emily Hine, CEO Hinesight Consulting and Development Director, Seeds of Compassion

"Genessa Krasnow has the **rare ability to engage an audience with her every word.** She weaves personal reflections seamlessly with her ability to articulate big picture themes. She has been an extraordinary spokesperson for our organization – our first choice for public presentations again and again."

— Karen Hirsch, Development Director, Reel Grrls

"Genessa combines **facts, inspiration, and a heartfelt passion** to help everyone in the room walk away with a golden nugget they feel propelled to act upon."

— Holly Hoff, Northwest Girls Coalition Leadership Council 2008-2010

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