

DR. MARK R. McNEES

Keynote Speaker | Energy Economics | Leadership Under Pressure

The cost of building things that last.

Mark McNees helps leadership teams think clearly about cost, risk, and the decisions that compound. He spent two decades building and exiting companies before he taught a single class: scaling a regional brand to six locations and 80-plus employees, running multi-million-dollar operations, and leading organizations through the transitions most teams get wrong. He now turns that experience into talks that leave executives with a sharper way to decide, not just a good feeling in the room.

20+

Years building and leading

90K

Podcast views, 313% YoY growth

20+

Op-eds published in 400 days

Tier 1

Quoted in The Washington Post

SIGNATURE TALKS

The Cost Nobody Put on the Board

Why the smartest-looking decisions quietly externalize their real expense, and how leaders price risk before it prices them. Drawn from energy policy and operating experience.

The CEO Mindset Reset

Most leadership failures are mindset failures, not strategy failures. A practical model for the daily habits that separate leaders who endure from leaders who burn out.

Building to Last in a Disposable Economy

What sustainable growth actually requires when every incentive points at the short term. For executives answering for the next quarter and the next decade at once.

Systems Thinking for Decision-Makers

A working method for seeing the whole board before you move: map the problem, find the leverage point, avoid the fix that makes things worse. Workshop-ready.

WHY TEAMS BOOK MARK

- **An operator first.** Led P&L, supply chains, and 80-plus-person teams before studying leadership. The stories are real and the numbers are his own.
- **Economics-first framing, not advocacy.** Talks built on market economics, consumer cost, and competitiveness. No partisanship, no lecture.
- **Current authority.** Quoted by name in The Washington Post on energy policy, plus USA Today and The Hill. FSU faculty credibility behind every appearance.
- **A message that travels.** Short, declarative, and built around one idea an audience can use the next morning.

SPEAKING FORMATS AND FEES

| Format | What it includes | Investment |
|-------------------|---|--------------|
| Keynote | 45 to 60 minutes, custom-framed to your audience | \$5,000 |
| Half-day workshop | Interactive session: systems thinking or leadership | Inquire |
| Virtual / panel | Remote keynote, moderated panel, or fireside | From \$1,000 |

Travel covered for in-person engagements outside the Southeast. Custom and multi-session formats available on request.

Credentials. Doctorate in Organizational Leadership, George Fox University. Graduate Certificate in Innovation and Entrepreneurship (15 Harvard graduate credit hours), Harvard University. Director of the MS in Social and Sustainable Enterprises and Sustainability Entrepreneur in Residence, FSU Jim Moran College of Entrepreneurship.

Book Mark

mmcnees@fsu.edu

850.973.7687

markmcnees.com/speaker