



Enhancing Executive Leadership Performance

Marianne Gooch is a leadership speaker and president of DynaComm LLC, a Houston-based consulting firm that provides strategic communications and management consulting. She works with business leaders to help them enhance their leadership potential through executive speech consulting, thought leadership planning, and reputation management. Marianne has over 25 years' experience in communications and business dynamics and effectively integrates communication strategies that drive positive business outcomes.

As a consultant and entrepreneur, she has led communication efforts for global companies with annual revenue of \$50 million to over \$30 billion during acquisitions, organizational change and reputational matters. She helps companies develop issues communication plans, messaging, and PR materials in response to business-critical issues; provides counsel to business leadership on reputation and branding matters; and ensures that a company's value proposition is clearly articulated and understood by all audiences.

Her clients include business leaders in the banking, healthcare, finance, government, energy, and non-profit industries. Additionally, Marianne is a Business Communications Lecturer at C.T. Bauer Business College at the University of Houston. In 2018, Marianne was appointed to the Board of Directors for the Houston Marathon Committee.

Marianne has a Bachelor of Arts degree in Speech Communication and Rhetoric from the University of Houston and an Executive MBA in Global Leadership from C.T. Bauer College at the University of Houston.

As a proud member of the Greater Houston Partnership, DynaComm works with other Houston companies to address our city's unique business challenges and champions the growth and success of our region.



