

KEYNOTE • MODERATOR • HOST

The host who makes the room *finally talk.*

CEO, C-Suite Network • GM, The Hero Club



TRICIA BENN • CEO, C-SUITE NETWORK

BIOGRAPHY

Tricia Benn is the Chief Executive Officer of C-Suite Network and the General Manager of the Hero Club, an invitation-only membership organization for CEOs, founders, and investors. She is a former Fortune 1000 Global CMO and the architect of The Hero Factor — a framework for measuring leadership success not by the numbers alone, but by the integrity, transparency, and collaboration of how those numbers got made. Before C-Suite Network, Tricia served as Global Chief Marketing & Strategy Officer and U.S. Managing Director within MDC Partners, a \$3 billion global holding company, where she drove double-digit year-over-year growth. She sits on multiple business and not-for-profit boards and hosts the C-Suite Success podcast.

In sharing my own humanity, I created a more trusting work environment where my team could share, build, and innovate.

TRICIA BENN • AUTHORITY MAGAZINE

ENGAGEMENT FORMATS

Four ways to book her.

01

45–60 min

Keynote *The Hero Factor*

Tricia's flagship talk. A leadership operating system, on stage. Built around the Hero Factor framework, customized to your audience.

BEST FOR

Leadership conferences · C-suite events · Customer summits

03

Half to multi-day

Hosting *Conferences & summits*

Tricia hosts the entire event: opens, threads transitions, MCs, leads on-camera interviews, closes with a real synthesis.

BEST FOR

Member summits · Multi-day conferences · Awards events

02

30–90 min

Moderation *Panels & fireside*

Tricia leads conversations between two-to-six panelists. She pre-calls every speaker to find the conversation they actually want to have.

BEST FOR

Industry conferences · Panel summits · Investor convenings

04

90 min – half-day

Workshop *Closed-door C-suite*

Highly facilitated small-group format (8–30 executives). Peer dialogue around trust as competitive advantage.

BEST FOR

Leadership offsites · Peer learning circles · Board retreats

RECENT STAGES

Selling Power Sales 2.0

KEYNOTE

April 2026

FreedomFest

MODERATION

Panel host

Million Dollar Mental Shift

KEYNOTE

Founder mindset

C-Suite Network Annual

HOST

Three-day flagship

Hero Club Retreats

FACILITATOR

12 per year

BOOKING

tricia.benn@c-suitenetwork.com

triciabenn.com/speaking

Response within 48 hours.

TECH & TRAVEL

Lavalier or handheld preferred for keynote.

Confidence monitor and clicker requested.

Travel: NYC-based · global availability.

Lead time: 90 days preferred for keynotes.

FOR PRESS • STORY ANGLES

Why she's worth *a story*.

Four directions journalists have pulled from. Pitch lines are drop-in-ready; supporting context lives below.

01 The CMO-to-CEO trajectory: what marketers see that operators miss.

Tricia spent two decades as a Fortune 1000 marketing leader — Global CMO inside a \$3B holding company — before stepping into the CEO chair at C-Suite Network. She talks about what marketers diagnose early that operators only catch in the P&L.

02 Why 'success' is the most weaponized word in the C-suite.

The premise of her podcast. Most executives are still measured against definitions of success that were written for someone else's career. Tricia interviews the founders and CEOs who reset the definition — and what it cost them to do it.

03 The Hero Factor: a leadership framework measured beyond the numbers.

Tricia's framework for evaluating leaders on the integrity, transparency, and collaboration of how the numbers got made — not just the numbers themselves. Featured in Authority Magazine. Used inside the Hero Club.

04 Trust as competitive advantage: what the best executives pay attention to.

Her thesis on why CEOs who treat trust as infrastructure — not a soft skill — outperform on retention, deal flow, and crisis response. Backed by a decade of Hero Club rooms and the practitioners who run them.

PRESS BOILERPLATE

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