**One liner**

Mark Jones is Australia’s Master Storyteller for business leaders.

**Short bio**

Mark Jones is Australia's Master Storyteller for business leaders. A highly acclaimed speaker, facilitator and business leader, he helps people tell their story to make an impact. A former journalist and Silicon Valley editor, he combines media smarts with tech savvy, and wisdom for leadership. Mark developed the world’s first brand storytelling framework, published in his book *Beliefonomics.* A husband and father of four, he puns with intent.

**Long bio**

Mark Jones is Australia's Master Storyteller for business leaders.

A highly acclaimed speaker, facilitator and business leader, he helps people tell their story to make an impact. Mark is a former technology editor at the *Financial Review*, Silicon Valley journalist and Australian entrepreneur.

He co-founded ImpactInstitute, an award-winning professional services firm and proud B Corp. which offers storytelling, impact advisory and event services. He also co-founded a pioneering event, *Social Impact Summit*, to foster long-term, sustained positive social change.

A curious learner, Mark has interviewed hundreds of CMOs on *The CMO Show* podcast for nearly a decade.

He believes storytellers change the world. His book, [*Beliefonomics: Realise the True Value of Your Brand Story*](https://www.markhjones.net/shop), brought this idea to life with the world’s first brand storytelling framework.

Mark is a Certified Speaking Professional and serves on the National Board of Professional Speakers Australia. A husband and father of four, he puns with intent.

**Stage intro – *read before Mark walks on.***

Mark Jones believes storytellers change the world.

As a speaker, author and executive impact coach, he helps leaders and brands tell their story to make an impact.

He’s a former technology journalist and editor at the Australian Financial Review, survived the dot-com crash while working in Silicon Valley and co-founded a professional services firm now called ImpactInstitute – 15 years strong, and growing.

And finally, he’s authored a book on brand storytelling called *Beliefonomics*, and began podcasting before it was cool. *The CMO Show* podcast is 9 years old and most of the 200+ marketing leaders he’s interviewed apparently still like him.

Here to share his story, offer rare insights and possibly pun with intent, please welcome to the stage, Mark Jones.

**Photos**





**Topics**

Visit: <https://www.markjones.au/keynote-topics>

**Primary Category**

* Leadership Development

**Secondary Categories**

* Sales & Marketing
* Storytelling for Business
* Technology, Innovation, Gen AI
* Personal Brand & Thought Leadership
* Purpose-driven Business, ESG & Social Impact

**More info**

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LinkedIn<https://www.linkedin.com/in/markhjonesimpact/>

YouTube [https://www.youtube.com/@MarkJones\_Storyteller](https://www.youtube.com/%40MarkJones_Storyteller)

Speaker Reel <https://www.youtube.com/watch?v=LxH1EY_LdbU>