

# WOMEN *WHO MOVE.* DETROIT



Meet the secret weapon of CEOs across metro Detroit and far beyond.

High-stakes communication coach Christina McKenna is the voice whispering in the ear of some of America's most influential corporate and community leaders, ensuring they get both the words and delivery right when it matters most.

"Great speakers make it look easy, but in truth, there's no such thing as a natural born speaker," says McKenna, owner and founder of Birmingham-based Bluestone Executive Communications. "The ability to captivate an audience is a learned skill—and one that successful leaders invest in before they face the cameras on Squawk Box, answer questions on the earnings call, or step to

centerstage for the speech of a lifetime."

McKenna should know. She spent more than a decade as a TV reporter and anchor in Boston, Seattle, and Detroit before moving to the other side of the microphone as spokesperson for a Fortune 500 company.

The native Detroiter now leads a team of coaches in providing media training, presentation skills training, executive presence coaching, and virtual communication coaching.

"These days, everyone wants virtual presentation coaching," says McKenna. "Savvy leaders know that to be effective in this new reality, they need to master the lens of the camera."

**Christina McKenna**  
*Founder and President*

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