

# Mary Poffenroth

Keynote Speaker, BioPsychologist  
San Jose State University STEM Faculty

## NEUROHACKING FEAR & CREATIVITY

### Signature Keynote

Have you ever found yourself speechless in the heat of an important moment? Pressure from high stakes, adapting to change or conflict can leave us frozen and wanting to run away instead of coming up with that perfect solution.

Do the most dazzling responses effortlessly pop into your head hours after that pivotal moment has passed? If so, you can blame fear. Fear, one of our most basic human emotions, keeps us safe but it can also really get in the way of our success.

Move from inspiration to action by joining university STEM faculty and BioPsychologist Mary Poffenroth on a narrative driven journey as she shares her neuro-driven, action based strategies for moving through fear, in the moment, so you can get to those creative, strategic decisions faster and with more precision.

- Triumph over the most common fears with simple, science backed strategies that are designed to be done in the moment to neurohack your natural fear responses.
- Identify and break through your most urgent, success blocking personal fear story.
- Invoke the power of play to get to A-Ha moments quicker .

### SPEAKER/WRITER FOR

Forbes

WALTON FAMILY  
FOUNDATION

SXSW

INBOUND

TEDx

Science

### ADDITIONAL KEYNOTES

For full keynote descriptions, visit  
[MaryPoffenroth.com/bookmary](http://MaryPoffenroth.com/bookmary)

Leaders Use  
The F Word  
(Fear)

Power  
to  
Pivot

The Myth  
of  
Fearlessness

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“Mary actually made fear fun! Even more, she allowed me to have a larger vocabulary than “I’m stressed” - I’ve been carrying around the fear wheel she gave me ever since and breaking through the noise of a hectic day to ask myself, “just what is going on here?”

Carolyn Thielman  
Executive Director, Global Finance & Strategy  
Estee Lauder Companies / Smashbox Cosmetics

“The splashes of humor and intrigue that pepper her presentations engage diverse audiences and connect the public with science. Mary’s ability to translate complex scientific concepts into anecdotes that the general public can appreciate is remarkable.

Kristen Procko, PhD  
Assistant Professor of Chemistry  
University of Texas, Austin

“We weren’t just learning about our fears and how to face them, we were bonding with each other in a way that wouldn’t have been possible for our group of executives had Mary not crafted a deeply engaging immersive event. The night was wildly successful and really set the stage for our entire event season.

Michele Martell, Esq.  
Walton Family Director of Events Programing  
Media & Technology Attorney



## THE WHO

It’s been over 20 years since I first began my science career at NASA, spending the last 12 as STEM faculty for San Jose State University. With innovation and engagement my top priorities, I’ve been able to bring science out of the academy and into the hands of people across the world ready to use evidence based knowledge to transform their lives through keynote talks and immersive live workshops.

I have personally taught nearly 20,000 adults both live and online since 2007 and am the author of Write Present Create: Science Communication for Undergraduates. Some of my proudest accomplishments include being a first generation college student that would go on to become a Salzburg Global Fellow, being able to graduate from Imperial College London, and eventually speak on the same stage as my heroes Michelle Obama and Brene Brown. My current research focuses on the intersection of fear science, communication, and personal/organizational growth.

## THE WHY

My goal in every endeavor is to increase knowledge and decrease suffering through the power of science and play.

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