

NPF 2026

# FORGING BOLD HORIZONS

## C-Suite Ready:

### How to Elevate Your Presence to Drive Ambition and Strategy in the Supply Chain

VANESSA ZAMY



# The "Presence" Filter

**26%**

of what it takes to get promoted to high-level leadership is attributed to **EXECUTIVE PRESENCE.**



**5%**

Appearance

**28%**

Communication

**67%**

Gravitas

Source: Coqual (formerly Center for Talent Innovation)

# C-Suite?

# VP?

# Promotion?

“

Influence isn't  
about more  
communication,  
it's about  
**intentional  
communication.**

# // Strategies today will enable you to...

1.

## **Architect executive-level presentations**

Move beyond reporting data → Drive strategic decisions

2.

## **Develop executive presence**

Command attention & credibility

3.

## **Use influence to secure buy-in**

Champion strategic initiatives

# Discussion

What are you hoping to learn from  
our time together?  
Which objective is top priority?



# Vanessa Zamy

Global Speaker & Consultant,  
CEO of LiberationX Contracts

LiberationX Contracts



# About **LiberationX Contracts** – Experience and Clients



## 2025 Global Impact

- 50+ leadership & HR workshops (global)
- 4,000+ professionals trained
- Cross-sector: public, private, community

## Leadership & Culture

- Executive & C-suite training
- Emotional Intelligence & inclusion programs
- Culture transformation & retention strategies

## CEO's Former Life

- Deloitte: \$660M+ efficiency opportunities
- Old Navy: \$400M+ product strategy initiatives
- Large-scale transformation & planning

## Founder & Advisor

- CEO, LiberationX Contracts, est 2019
- Trusted advisor to HR & L&D leaders
- Executive retreats & leadership facilitation

# **PART 1:** **Architect for** **WHO**

# // Reflection: Stakeholder Mapping

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## Identify:



Blockers



Champions



Influencers

# // Human Nature

We all want to feel:



**Safe**



**Valued**



**Understood**

# // Why Industry Conflict

## Example

# Design vs Mailing

*Prioritizes copy and visual*

*Prioritizes the requirements*



# PHASE 1

## *Before the moment*

- Research
- Relate
- Resonate

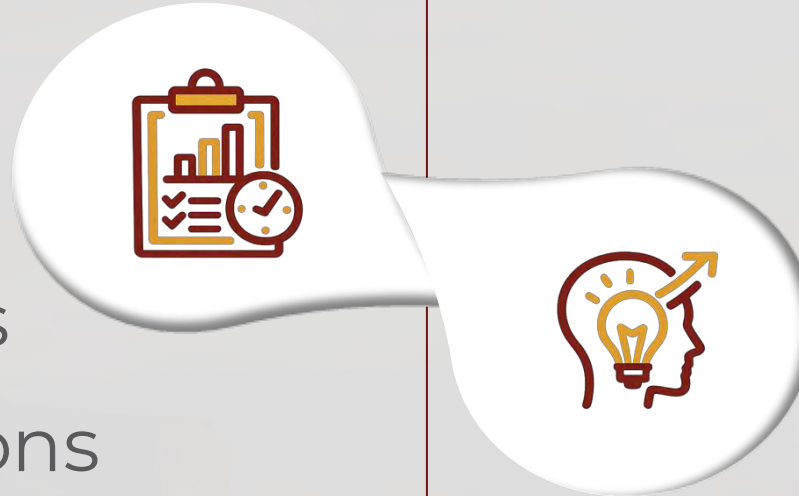
# Key Principle

**Influence = Alignment**  
**Not control**

# // Aligning looks like...

Functional experts  
speak in:

- Data
- Timelines
- Regulations



Executives care  
about:

- Why
- Benefits
- Strategy

# // What is the Impact?

Bottom line

- Margin
- ROI
- COGS

5-year vision



# // Financial Language

Speak in:

- Margin
- ROI
- COGS

~~“We optimized the sorting route”~~

**“We reduced operational overhead by 12%, contributing \$2M to the quarterly margin.”**

**Operators → Executives**

**Details → Strategy**

**How → Why**

# PART 2:

# ***Think of a moment***

*when your influence didn't land  
as strongly as you wanted.*

# Pair Discussion

Briefly share:

- The situation
- What you intended
- What actually happened and Why

# **PART 2:** **Non-Verbal Presence**

# // Breakdown Analysis

How do you break down?



**Tone**



**Brevity**



**Authority**



**Emotional  
control**

# // Reality Check

best data

most efficient process

greatest expertise

**COMMAND  
AND  
PRESENCE**

# // Patterns

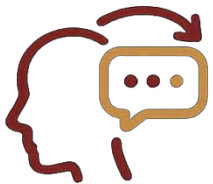
Common patterns with the opposite effect



**Over-talking**



**Overloading detail**



**Under-asserting**



**Avoiding positioning**



## PHASE 2

### *In the moment*

- Structure
- Senses
- Stance

Pair Up

5 Mins



# Leading Under Pressure: The Opening Moment

## The Scenario

- Mail volume is at a 10/10
- The team is overwhelmed and hitting a wall

## Your Goal

Craft and Deliver a 15-second opening that:

- Creates relief
- Inspires confidence
- Signals “we’ve got this”
- Stays grounded in reality



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“

True leadership is revealed in high-conflict moments—when you can hold your ground with **clarity, composure, and conviction.**

# // The Framework Delivery

## 4-steps of Influence



Groups

3 Mins



# Leadership Moment

## Under Pressure

### The Scenario

You are proposing a new technology or process, and an industry veteran pushes back. *“We’ve already tried this back in the 90s, before you were born. It’s not going to work. Why fix what’s not broken. Do it this same way we’ve always done it.”*

**The Setup.** Table groups.

Prepare a brief response

# // The Framework Delivery

## 4-steps of Influence

### Why

My goal with this new initiative is to reduce the manual bottlenecks on the floor, which will directly benefit our team's daily workflow and improve the company's overall margins.

### Data

Our data shows that embracing newer technologies, specifically AI-generated and AI-backed campaigns, are currently producing higher response rates than our average postcards.

### How

We aren't changing the physical process of moving the mail. We are just updating the upfront data automation so you have cleaner lists to work with before the mail hits the floor.

### Case/Close

One of our partner trade houses recently shifted and saw their client engagement double. I want our team to get that same win. Can we run a small 5,000-piece test pilot on this next batch?

Groups

3 Mins



# Leadership Moment

## Under Pressure

### The Scenario

A client provides inconsistent data at the last minute and expects the mail to go out immediately, not understanding the scope of the project. *“Yes, you say you can not guarantee delivery but can you deliver by Friday. Today’s Monday. It’s the start of the week. If I email you by 5pm today, you can have it done Friday morning. Right?”*

**The Setup.** Table groups.

Prepare a brief response

# // The Framework Delivery

## 4-steps of Influence

### Why

We want to ensure your campaign is a success, stays completely on budget, and minimizes any potential backlash or delays from the postal service.

### Data

Right now, the data you provided is inconsistent. Making these last-minute changes without proper formatting puts your entire delivery timeline in jeopardy.

### How

Before we can get everything off the press and out the door, we have to adhere to strict postal regulations. We must finalize this list so I can confirm the correct mail class and piece rate.

### Case/Close

I previously worked with a client who skipped the data hygiene step, and the costs were extremely high to correct it after the mail was already processed. If you can give my team 24 hours to clean this data, we can prevent those extra charges.

# **PART 3:** **Self-Leadership & Visibility**

# // The Myth

*“I’ll just let my work speak for itself”*



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# // True executive presence



Owning your  
career  
narrative



Documenting  
wins



Reporting  
solutions  
upward



Making your  
impact  
visible



## PHASE 3

### *In between moment*

Reflect on:

- The Self
- The Audience
- The Presentation

# // The Self

Ask yourself:

- How did I do?
- What felt right?
- What would I refine?

*Purpose*

**Build self-awareness  
& confidence**

# // The Audience & Next Steps

After every interaction:

- What landed?
- What didn't?
- What's the follow-up?

# Feedback & Resources

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Receive summary  
job aid

Scan the QR code  
to share Feedback

Scan →



# Q&A

# **Networking – Visibility Extended**

...build a community of  
**Subject Matter Experts.**

# Remember

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Leadership doesn't start  
when you speak.

**It starts when no one is  
watching.**

# // Leadership Responsibility

Leaders don't  
just adopt  
innovation.

**They  
champion it.**

Use your influence to:

- Advocate for new approaches
- Move teams forward



# Know a team, department, or company who can benefit from **Vanessa Zamy's** trainings?

Share her contact details

Scan for LinkedIn

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