

## BIOGRAPHY

Suzanne Sena was born missing the “no-you-can’t!” chip and spent a lifetime ignoring every limit she ever met. The Emmy-nominated talent, entrepreneur and now a thought leader on confidence, Sena coaches America’s corporate workforce to use the same mindset to blow past any stuck-ness in life or career.

Perhaps most famously, she has graced the national news desk at the Fox News Channel, hosted “*Regis & Kathie Lee*,” covered Hollywood’s latest for E! Entertainment TV and hilariously played a snarky news anchor on the scripted TV series, *The Onion News Network (ONN)*. She is, however, first and foremost, a self-made businesswoman.

Sena’s indomitable spirit has driven her to craft venture after venture, and as an executive coach and media training guru, led others to their own greatness. Today, she spends her time on stages and in board rooms helping others ignite their own assuredness. She earned an expertise in confidence by being a living example and teacher of the mantra: “limit exists only in the mind.”

The product of a sensible Dearborn, Michigan family powered by jobs at Ford, Sena was a vivacious and articulate being from day one. She thrived in the spotlight and upon any stage, yet being locked into a hips-to-neck brace in her formative years shaped her both physically and psychologically. “I didn’t see anything as a limitation,” Sena says earnestly. “I couldn’t bend down to tie my own shoes, but I became a vocalist, landed leads in school performances, and became the first woman in my mother’s family to graduate from college,” and from Michigan State University, no less.

Sena was bitten by the acting bug as a young girl with a natural ability to transmute stage anxiety into powerful fuel. From these experiences and entrepreneurial adventures, she identified and decoded how anxiety, anger and other emotions can be converted into positive catapulting devices for success.

When Sena broke out of Michigan and into the world, she headed West, flourishing in PR, promotions, hospitality and theater. She began to establish a fierce resourcefulness that is a large part of what she teaches to others today.

Her early successes engendered a sense of self-reliance but were tempered by some tough times that included the loss of her Mom and the rigors of being on her own for the first time. Undaunted, she forged ahead in the direction of being self-employed, a way that allowed her to continue going out on auditions. With her sharp-wittedness, she devised a business that rewarded retailers with customers, using co-op dollars their malls usually demanded for empty returns. She quickly templated the concept to be used in other cities. “When push came to shove,” she comments, “I was the one doing the shoving.”

Sena was proving to be an entrepreneur but performing was still her jam. She landed a top-notch agent, a national commercial for Coke and she pitched everything from carpets to cars nationwide. A moment in a red sparkle dress turned into another professional turning point, a move to Alabama, New York City, Dallas, Los Angeles and the winning of an Addy and an Emmy nomination.

Gifted with loads of talent, Sena is also the epitome of tenacity who would ping and charm until she got the job. So, when she landed the entertainment reporter position at E! Entertainment TV, it wasn’t long before she pitched her own show, “Out to Lunch.” Before reality TV was a thing, Sena’s series featured unscripted chats with

Hollywood's A-listers over a meal. The William Shatner sushi-eating segment became a classic, as this midwestern girl experienced raw food for the first time. Also at E!, she hosted the network's "Celebrity Homes," where she delved into the personal lives of icons such as Sammy Hagar, Dustin Hoffman and Michael Douglas. She covered red carpets, premieres and movie junkets to interview Jennifer Lopez, George Clooney, Matt Damon, Ben Affleck, Julia Roberts, Mel Gibson, Sean Connery, Catherine Zeta-Jones, Michelle Williams, Tom Hanks, Jennifer Aniston, Angelina Jolie and many others.

When Sena landed on the national desk for The Fox News Channel, she was called a "ray of sunshine" while doling out the hard news. Prior to that, at the Dallas CBS affiliate, she brought "flash and dazzle." She glowed on "EXTRA," "Fox & Friends" and delighted audiences as the test replacement for Kathie Lee Gifford on "Regis and Kathie Lee."

After 9/11, when on-camera jobs were scarce, Sena created the Sena-Series Media Training company for her entertainment industry peers. A sensational word of mouth reputation quickly spread into corporate America. She taught executives how to do interviews, dignitaries how to better present, lobbyists how to be more persuasive, and built a media training empire in Los Angeles. So good at being on-camera, however, acting jobs continued to flow. While running this company, she accepted the lead role as the comically pompous news anchor, Brooke Alvarez on the cult-favorite comedic TV series, *The Onion News Network*.

A woman whose conviction has always outweighed her fears, Sena has since assembled her earned wisdom to share with others the secret of true confidence. As America's Confidence Catalyst®, she also hosts a podcast, *The Confidence Connection*, that gives the inside scoop on how some of the most successful names in the world have done it. Sena is also penning a book that provides a roadmap for others to tap into their personal superstardom.

It's Sena's attitude that makes her uniquely qualified to teach others confidence: "I've been around some of the most incredible people, whose greatness inspired my own successes. "I was never intimidated by them; I was motivated." She's a big believer in getting out of your own way and dismissing negative thoughts. " If you think you won't accomplish something; you're right! The secret really is rewiring your brain to believe that you can and will. My life is now dedicated to helping others generate triumph. Potential exists in us all, unleashing it into real-world practice, requires willingness and action."

###