



## **Mark Price Introduction**

Ladies and gentlemen,

It is my pleasure to introduce Mark Price.

Mark's career spans enterprise, communication, and public service. As founder of Mark Price & Associates, he advised major automotive leaders —Ford, Toyota, Chevrolet, and Chrysler—while helping shape innovative approaches to consumer engagement, including Ford's Focus on Women initiative.

Beyond business, he has demonstrated a sustained commitment to civic responsibility—pioneering efforts to help locate missing children, contributing influential commentary on personal responsibility, and engaging global audiences through his one-man Biblical portrayals.

He is also an author, former public servant, and community leader, recognized with the designation of "Mark Price Day" in San Diego County.

Please join me in welcoming Mark Price.