
Doug Keeley



Doug Keeley, CEO and Chief Storyteller of The Mark of a Leader, is a globally recognised communicator, a serial entrepreneur, and a self-professed “leadership junkie”.

Doug started the first of several communications businesses in 1978, and quickly became a pioneer in the marketing and communications industry, travelling the globe working with hundreds of Fortune 500 corporations and executives.

In 2004, he created The Mark of a Leader, a revolutionary program designed to inspire new thinking in the workforce about leadership, engagement, and corporate culture, and to provide a tool to make any conference unforgettable.

Based on a powerful concept called Five Level Leadership, the program uses incredible video stories to share insights into the success of many of the world’s greatest leaders and brands and show how their leadership principles can be applied to business today.

The Mark of a Leader has been used repeatedly by companies like ADP, Bank of America, Coca-Cola, Disney, Frito-Lay, General Mills, HP, Microsoft, Pepsi-QTG, RBC, Scotiabank, Starbucks, TD Bank, Universal Studios, Xerox, and many other leading corporations, associations, and schools.

Doug has written a book of inspiring stories, authored many magazine features and columns, appeared as a subject expert in several books on creativity and corporate culture, and been interviewed many times on radio and television on the subjects of leadership and innovation. He is also an inductee in the Meetings & Incentive Travel Hall of Fame.