

First Sergeant (Ret.) Matt Eversmann

Subject of 'Black Hawk Down' movie

New York Times Best-Selling Author

Documentarian

Inspiring message of leadership, courage, and selfless service.

Matt Eversmann's Speaker Reel

Achievements

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Highlights

A true American hero, First Sergeant Matt Eversmann illustrates the importance of duty, courage and selfless service to succeed when ordinary circumstances become extraordinary challenges.

Author of book (co-authored with James Patterson), *'American Heroes.'*

Matt Eversmann's Bio

In August 1993, Matt and his Ranger company deployed to Mogadishu, Somalia in support of Operation Gothic Serpent. The battle was made famous by the best selling book and movie *Black Hawk Down*. Matt spent almost nine years in the elite 75th Ranger Regiment. He later served as the Operations Sergeant at the US Army War College and taught leadership at The Johns Hopkins University. Matt's last military assignment was an Infantry Company First Sergeant in the 10th Mountain Division. He and his men spent 15 months in Iraq during "the Surge" fighting Al-Qaeda and implementing the counter insurgency strategy.

Matt was a Master rated parachutist, a sniper and an honor graduate of Ranger School. He also wore Royal Thai, Egyptian and British jump wings.

Matt retired in 2008 and spent a decade in the healthcare, non-profit and data management sectors before exploring his entrepreneurial spirit. He is a Partner and Co founder of Eversmann Advisory, a consulting firm in West Palm Beach. His specialty is preparing young leaders to join and compete in the workforce.

For his service in Mogadishu, Matt was awarded the Bronze Star Medal with Valor device. In 2019 he won an Emmy for his PBS documentary “Send Me” about the advances of battle field medicine in Afghanistan. He has co-authored five non-fiction NYT Best Sellers with James Patterson. Their fifth book, “American Heroes” made its debut in October 2024. Their sixth book, due in 2025, is about teachers.

Programs

Strategic Shock: Leadership Lessons for Business from Black Hawk Down

The business world, regardless of industry, is filled with uncertainty, chaos and the unexpected. Welcome to the “Urban Battlefield.” Strip away the drama of gun fights and the frustration of Murphy’s Law the lessons learned from battle during Black Hawk Down or Iraq are directly applicable to leaders at all levels of business. There is no business plan to help leaders avoid ‘Strategic Shock’, but this story of elite teams with high standards, solid leadership, followership and teamwork will get the conversation started.

Matt will walk the audience through his experiences as a young leader (manager) thrust into a “must win” situation in the harshest times. With Matt’s post military experiences as a leader in the corporate world (healthcare, non-profit and technology) he literally can “talk the talk and walk the walk” about what really translates from the battlefields versus what just sounds good. Matt explains why his theories and lessons positively affect individuals and institutions. What they hear on Friday they can apply on Monday. His

talk resonates particularly with the audiences who have to execute, who have to lead and manage, and who ultimately have to answer for their delivery of goods and services. This is a war story like no other.

Key takeaways:

- High standards (excellence) doesn't cost a penny but takes commitment from leaders.
- Every member of every team is responsible and accountable for something; leaders must ensure they know what that something is.
- Strategic decisions immediately affect execution; managers are the ones who make everything happen.
- There are incalculable consequences caused by events out of anyone's control, teams must

FUSION Leadership: How to be an Elite Leader and Manager

- How can you be elite if you were never in the military? If you don't have the entire might of the US Congress supporting you and your authority isn't backed by the Constitution how can you expect every member of your team to "be like an operator"? The truth is that you can't. None of us can. But you don't have to have served to be a great leader. Most of us must manage small teams and that is the secret to FUSION leadership. Matt spent almost half of his career as a leader with the elite Army Rangers and about the same in the conventional forces so he knows both sides well. He knows about high standards, accountability, and responsibility. A leadership award winner at almost every professional school he attended, Matt devised a system of leadership where we all can influence our teams and get the same results as elite Army Rangers.

Testimonials

He was a great fit for our group and the speech was phenomenal. Never have we dealt with such a gracious, humble and inspiring keynote speaker. – Ann Arbor Annuity Exchange

He was such a genuine speaker....very interesting and dynamic and really brought home the point. In addition to his amazing talk, he was very kind and easy to work with. – TranS1

Absolutely 110% perfect! He is a true gentleman and an American hero that mesmerized our entire crowd! I cannot say enough! – CMC Global