

Mary Henderson is an internationally recognised authority on personal branding, thought leadership strategy, and transforming industry experts into the go-to names in their fields.

With over 23 years of experience and more than 40,000 hours of practical expertise, Mary is known for helping consultants, executives, and service-based leaders translate decades of knowledge into market-defining brands and monetisable IP.

What sets Mary apart is her ability to only teach what is relevant now. In a world where strategies expire in 12 months or less, her frameworks evolve in real time with the market, ensuring her clients stay ahead, not behind.

She has fully integrated AI into every framework she teaches, collapsing time, amplifying output quality, and giving her clients tools that merge consumer psychology, sales triggers, GEO (Generative Engine Optimisation), and advanced strategy. These are not “copy-and-paste prompts.” They are AI-powered algorithms built with smarts, engineered to create authority, generate leads, and accelerate client acquisition.

Mary’s genius is merging technology, strategy, sales, and marketing into systems that cannot be replicated. Her clients don’t just become visible; they become undeniable category leaders.

She is also the Founder of **The Incubator**, a revolutionary program where industry experts build a complete consulting or coaching business in just 4 weeks, end-to-end.

But Mary’s mission goes deeper: she is passionate about helping her clients build businesses on solid foundations made of assets, not hobbies. With the online education industry set for exponential growth, her clients are positioning themselves to take part in the biggest generational wealth transfer of our time. By codifying embodied expertise into real IP and scalable frameworks, they are building companies that are acquisition-ready - future-proof businesses that investors value, not personal brands that fade.

Having built and exited two technology start-ups herself, Mary understands the mindset and infrastructure required to create businesses with equity and long-term value. She combines that entrepreneurial DNA with her authority frameworks so her clients can play at the highest level, building businesses designed to scale, sell, and leave legacies.

Her work isn’t about vanity metrics. She specialises in turning lived experience into assets that:

- Attract premium clients through authority-driven content.
- Codify knowledge into frameworks that set new categories.
- Monetise at every level - from low-ticket offers to high-end consulting deals.
- Build foundations strong enough for scale, succession, and acquisition.

Mary’s mission is to elevate the wisdom economy, where experience and mastery are the most valuable currencies. Her methodology fuses rigorous strategy with deep personal identity work, ensuring every brand she builds is authentic, scalable, and future-proof.

If you’re looking for someone who doesn’t just understand branding as marketing, but as market-making in the AI era, Mary Henderson is the partner who will help you go from expert → authority → category of one while building an asset that holds generational value.

# Bio

# Mary Henderson