



ABOUT MARK DAVID JONES
PRESIDENT, SMALL WORLD ALLIANCE, INC.

Professional Experience

Mark is a highly demanded speaker (over 1,400 keynotes), acclaimed author, and business consultant - working with 32 of Fortune's 2026 "50 Most Admired Companies in the World" in six of the seven continents of the world. Mark's dynamic and engaging style has earned him a reputation as an inspirational world-class implementation expert - driving audiences to action.

Mark's accomplished career at Disney spanned 26 years, working in increasingly higher leadership roles in a wide variety of functional areas – emphasizing operational transformation efforts, including leading the famed Performance Excellence initiative that sparked "The Disney Decade". Having grown up in a family of service professionals, Mark began working as a part-time EMT/Paramedic – while providing business consultation as well. In 1992, during his doctoral studies at the University of Florida, Mark was recruited to work with the Federal Aviation Administration. As the organization's senior consultant, Mark was heavily involved with the Department of Transportation's operational redesign - spearheading initiatives such as executive development, assessment and design, change dynamics, self-managed/directed work teams, and train-the-trainer programs. Mark also began consulting extensively with healthcare organizations world-wide.



Mark returned to the Walt Disney World Resort in 1996 when requested to lead the growth of the Disney Institute Professional Programs. While in this role, Mark was in charge of Leadership, Creativity & Innovation, and Quality Service initiatives. In recognition of his contribution to the Disney organization, Mark was nominated for the prestigious "Partner's in Excellence" award - Disney's highest regarded corporate award.

Currently, as President of Small World Alliance, Inc., Mark leads a team of former Disney executives/leaders in helping organizations of all sizes achieve world-class excellence. Specializing in the service and healthcare industries, Mark and his expert team has a long list of proven success stories. Mark's best-selling book showcasing his transformative thought leadership is entitled "*Lead With Your Customer: Transform Culture & Brand into World-Class Excellence*" (2nd edition) as well as contributing author to the definitive *American Society for Training & Development's Leadership Handbook*, a collection of "a who's who of leadership experts". Mark's other best-selling books include "*Results, Stat!*" for healthcare teams, "*Gov Results, Now!*" for public sector agencies, and his latest "*Biz Results, Now! World-Class Business Tools That Make Excellence Easier – Without Big Budgets, Bureaucracy, or Burnout*", released October, 2026.

Mark has a unique skill set that makes him an ideal consultant to guide your team in making excellence easier. With extensive "behind-the-scenes" leadership and consulting experience within both the public and private sector - including an award-winning career at the renowned Disney Company - Mark provides transformative expertise for nearly every facet of your organization's needs.

Education

Mark's pragmatic expertise is complemented by a Bachelor of Science degree in Interpersonal Communication and a Master of Science degree in Organizational Communication with a minor in Business Management from Florida State University. His doctoral work at the University of Florida was in Organization Development with a focus in leadership and international business.