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**NYC EMERGENCY MANAGEMENT'S LATEST 'PREP TALK' PODCAST:
LEADING DURING A CRISIS**

#PrepTalkNYC {Click to listen to [episode 46](#)}

January 30, 2020 — Leadership empowers people. That is the message Marty Bahamonde shares on the latest episode of [Prep Talk](#). Bahamonde, who serves as director of the disaster operations division for the Federal Emergency Management Agency's (FEMA) office of external affairs, outlines the key steps to effective leadership and provides the tools leaders can use to inspire colleagues with a vision for success. Bahamonde, who has been directly involved in more than 100 disaster responses ranging from hurricanes and tornadoes to earthquakes, reveals his biggest challenges as a leader, discusses the importance of timeliness in crisis communications, and emphasizes the significance of meeting the needs of survivors during an emergency response. He also offers words of encouragement for anyone doubtful about their leadership abilities.

“Don't be afraid of what's in front of you. When you can push through that fear and uncertainty, on the other side is confidence, and when you get to the other side, it's empowering,”
Bahamonde said.

You can listen to the latest [episode](#) on [SoundCloud](#), [iTunes](#), and [Spreaker](#).

Profile

Marty Bahamonde is the director of the disaster operations division for FEMA's office of external affairs. In this role, he leads a team of nearly 600 people who are trained and deployed to support disaster operations across the country. He has led the external affairs efforts in response to Hurricane Katrina in 2005, Ike in 2007, Sandy in 2012, and Hurricanes Maria and Harvey in 2017. He has also led external affairs efforts for other disasters including floods, tornadoes, and earthquakes.

Prior to joining FEMA, Bahamonde was a television news anchor and reporter. He has a bachelor's degree in radio/TV communications from Southern Illinois University and a master's degree in physical therapy from the University of Puget Sound.

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