



JOE MCNAMARA builds leaders for high-pressure environments where hesitation has consequences and standards are non-negotiable.

A former combat-decorated U.S. Marine Corps Ground Force Commander, Joe led Marines through multiple combat deployments before being selected to command and develop the leaders responsible for training the next generation of warriors at Marine Corps Recruit Depot Parris Island. In those arenas, leadership was not theoretical. It was immediate. It was tested. And it mattered.

From those experiences, Joe developed the **Send Me** mindset — Prepared. Willing. Decisive. A performance philosophy grounded in a simple truth: when pressure rises, people do not rise to the level of their ambition — they default to the level of their preparation.

After earning his MBA from the University of North Carolina and building an award-winning, high-performing sales organization in the private sector, Joe recognized the same pattern in business and sport. The teams that win under pressure are not simply the most talented. They are the most disciplined, accountable, and decisive when the stakes are highest.

Today, as founder of Iron Leader Team, Joe partners with elite athletic programs, executives, and high-performance organizations to architect cultures where ownership is expected, communication is clear, and leaders are developed at every level. His work equips teams to eliminate excuses, elevate standards, and execute under pressure.

Joe-Mac.com

