



# Michele Markham,

## CEO, Entrepreneur & Nonprofit Board Leader

Michele Markham, CEO and president of EAG Advertising & Marketing, is a trailblazer, strategic thinker and trusted, inspirational mentor for many among the business and local communities. With over three decades of working in the advertising and marketing industry, Michele delivers her style of fresh perspectives and first-hand wisdom to every engagement.



### Keynote, Workshop, and Educational Session Topics

- Organizational Leadership
- Marketing Strategy
- Navigating Career Transitions and Growth
- Balancing Career and Family
- Empowering Women in Business
- Effective Client Relationship Management
- Entrepreneurship and Small Business Growth
- Philanthropy and Community Engagement
- Employer Branding

### Unique Expertise

- **Real-world Experience:** Over three decades of rising to leadership positions in major agencies and her own businesses.
- **Inspirational Leadership:** Successful career transitions from corporate roles to entrepreneurship, while juggling personal achievements and challenges.
- **Philanthropy and Community Involvement:** Deeply engrained in community service, providing marketing strategy to non-profits and serving on multiple boards.

### Notable, Past Speaking Engagements

- ANA Business Marketing events
- Kauffman FastTrac® New Venture
- Junior Achievement programs
- Numerous local and national business and marketing events

Michele's topics run the gamut, and she meets the audience where they are in life and business with each one. Her endearing wit and straightforward style have participants leaving with practical strategies and renewed enthusiasm be it a keynote, workshop or educational session.



## Professional Experience

- President/CEO/Owner of EAG Advertising & Marketing
- President of Board of Directors for Académie Lafayette, a public French immersion charter school
- Board of Directors of The Battle Within, a nonprofit supporting veterans and first responders
- Board of Directors of The Hasna Sal Public Art Foundation, a nonprofit focusing on art and social justice
- Former president of Board of Directors for ANA Business Marketing
- First *and only* woman president of Ketchum Directional Advertising
- Former franchise owner & co-op officer, TITLE Boxing Club

## What to Expect

Michele's longevity and real-world experience in the industry exemplifies successful career transitions from corporate roles to entrepreneurship alongside personal journeys sustaining a thirty-plus year marriage and motherhood at ages 46 and 50. She inspires audiences with her journey of "past business lives," managing career and family and her commitment to community service. Her presentations are eye-opening and practical, designed to spark creativity, give actionable insights and foster a giving-back spirit.

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## To Book Michele or Learn More

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LinkedIn:



## Accolades and Awards

- Goldman Sachs 10,000 Small Businesses Program National Cohort Scholar
- 2023 Enterprising Women of the Year
- Kansas City Business Journal Women Who Mean Business Class of 2018
- Business Journal Mentoring Monday – Repeat Mentor
- Kansas City Business Journal Leadership Trust
- Forbes Business Council
- KC Ad Club
- ANA Business Marketing and AMA American Marketing Associations of Kansas City's 2019 Agency of the Year
- Top 25 Under 25 Small Businesses
- Best Places to Work
- Workplace Wellness Company