

## Melinda F. Emerson Biography

Melinda Emerson is an author, speaker and small business coach whose areas of expertise include small business start-up, social media marketing and business development. Known as SmallBizLady, she hosts a weekly talk show on Twitter called #Smallbizchat. Over 2500 small business owners have grown their businesses based on her proven coaching techniques. Melinda helps business owners to navigate the ups and downs of business management from concept to contract. Melinda has been featured on NBC Nightly News and in the *Wall Street Journal*, *U.S. News and World Report* and *Black Enterprise*. Her first book "Become Your Own Boss in 12 months; A Month-by-Month Guide to a Business That Works" is due out in March 2010.

In 1999, Melinda founded Quintessence Multimedia, a full service multimedia production firm. As President and CEO of Quintessence Multimedia, Melinda has created productions for clients such as Johnson & Johnson, Verizon, Enterprise Rent-A-Car, Novartis, IKEA, Comcast, GlaxoSmithKline, Radio-One, and the Robert Wood Johnson Foundation. She started the business after a career in television as a producer with ABC and NBC. Quintessence Multimedia specializes in marketing consulting, multicultural outreach, digital media production and interactive design. Quintessence is all about excellent storytelling.

In 2000, AV Video Multimedia Producer Magazine named Melinda one of the Top 100 Producers of 2000. In 2001, she was named one of the Top 30 Leaders of the Future by Ebony magazine, Philadelphia Business Journal's Top 40 Under 40 in Philadelphia, and one of the Top 50 Women in Business in Pennsylvania. In October 2001, her business was honored by the City of Philadelphia with a MED Week Award for Outstanding Professional Service Business. In 2002, the PA Department of Commerce and Economic Development named her a Black Business Pioneer and NAWBO and The Philadelphia Business Journal named her a 2002 Woman of Distinction. In 2003, Melinda was named one of the 50 Influential Minorities in Business by Minority Business and Professional Network, Inc. in Greater Washington D.C. She was also a finalist for the Black Enterprise Small Business Awards. And her company made #29 on the Philadelphia 100 List, of the fastest growing small businesses in Philadelphia region. In 2004 and 2005, her firm won eight Telly awards for outstanding production. She was also honored by the American Red Cross of Philadelphia with the Rising Star Award. In 2005, Melinda was named a Young Executive of Distinction by the Pyramid Club of Philadelphia. In 2006, Melinda has been named among the 10 to watch under 40 by the Philadelphia Tribune on the list 100 most influential people in Philadelphia. In 2008, the NAACP named her one of the 100 most influential African-Americans in Philadelphia.

Melinda has been adjunct professor at Delaware State University, and a guest lecturer at numerous colleges and universities including The Wharton School at the University of Pennsylvania, Temple University, Rosemont College and The Art Institute of Philadelphia. She has also performed keynote addresses, panel presentations, and workshops at several conferences including: Center for Women's Business Research, U.S. Department of Labor Women's Entrepreneurship in the 21<sup>st</sup> century, Small Business Administration, Innovation Philadelphia, #140Conf, WBENC Regional Conference, Women Leadership Institute at GlaxoSmithKline, NAWBO Marketing Success Conference, Delaware River Port Authority Small Business Series, Cool Twitter Conference, International Association of Business Communicators, New Jersey Transit Small Business Series, National Urban League Conference, Midlantic Business Alliance Women's Business Conference, IKEA, Philadelphia Commercial Development Corp., National Minority Supplier Development Council, African-American Female Entrepreneurs Alliance.

Outside of her career, Melinda is an active member of the Governor's Organ and Tissue Transplant Advisory Board, Virginia Tech College of Science Alumni Board, Historic Paul Robeson House, MOTTEP (Minority Organ and Tissue Transplant Education Program), Multicultural Alumni Advisory Board at Virginia Tech. She has served as a trustee of the National Urban League and for the People's Emergency Center and the Philadelphia Convention Visitors Bureau. Melinda also coached a 9-year-old girl's softball for Drexel Hill Little League.

Melinda is a graduate of Virginia Tech. She has also attended executive education programs at Harvard University and The Amos Tuck School at Dartmouth College and The University of Virginia Darden School of Business. She is also a graduate of Leadership Inc. Philadelphia. She resides in Philadelphia, PA with her husband and son.