



Think of Melissa Dawn Simkins not as merely a trusted advisor to Fortune 100 C-Suite executives and prominent influencers, but a visionary personal brand leadership pioneer on a mission to reinvent the way we learn, live and lead.

Melissa is CEO of Velvet Suite, a leadership innovation consultancy advancing the future of profit through people. For nearly two decades, Velvet Suite has provided consultation to renowned brands including: Procter & Gamble, Boston Scientific Corporation, Kraft, The National Basketball Association, Lincoln Financial Group and more. She is Founder of The Brand Leadership Institute (BLI), a 24-week e-learning technology platform addressing leadership gaps within Fortune 500 high-potential women with proven results. “My greatest joy is the hundreds of women I’ve been fortunate to support on their journey toward leading a significant life and a successful career.” She hosts the annual She-Suite Summit, a national experience for influential leaders.

Affectionately known as “The First Lady of Personal Branding,” Melissa has been the brains behind some of the world’s most beloved brands. Throughout her career, she has helped launch Swiffer, developed the first multicultural marketing plan for Victoria’s Secret and launched the NFL Player Brand University, the first professional athlete brand leadership program in all of professional sports. She has also worked one-on-one with well-known celebrities such as Shania Twain, Mary J. Blige, Common, Hill Harper, Carmelo Anthony and more.

Today, her understanding of personal brand strategy and leadership innovation make her a highly-sought after keynote speaker. Melissa is a former contributor to [Inc.com](http://Inc.com) and CNN and frequent guest on the news and business media including HLN, MSNBC, Essence and more. She is author of the book, *Brand Me. Make Your Mark: The Ultimate Playbook for Personal Branding*.

Melissa is grounded by her faith, love for her best friend and purpose partner husband, Will and children and the opportunity to live in purpose each day.

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