



Bonnie Smith
Founder, CEO
Studio B Entertainment, LLC
www.studiobhq.com

Brand Experience Expert | DEI and Small Business Advisor | Master Connector

Bonnie is an established expert in the marketing and media industry with a unique combination of 19+ years experience as a brand and agency marketer. She has been recognized as a revenue-driving, brand-building and results-oriented marketing professional and strategic partner.

Her superpower is connecting Fortune 50 brands with the world’s most powerful consumer: women—with an unsurpassed expertise on women of color.

Bonnie is an expert in connecting brands and media outlets with the demographic of the greatest untapped potential and largest projected growth, and is recognized for coining the term “unique and vivid,” evolving the descriptor of the demographic of underrepresented women, giving dimension and depth to this multi-dimensional, valuable and savvy consumer.

She is known for developing some of red carpet season’s most high profile events for Entertainment Weekly, ESSENCE and PEOPLE en Español, including The Sundance Film Festival, the Pre-Emmy Party, and the Island Def Jam Grammy Party.

Activations and experiences include brands such as COVERGIRL, P&G’s My Black is Beautiful, Always, Kraft, Bank of America, Aveeno, Pampers and more.

Top media clients include Showtime Networks, NBC Sports Group, FOX Empire, ESSENCE and Midwest Living.

Her expertise was featured in Adweek’s D&I spotlight on Black-owned agency leaders, NBC New York’s African Americans and Advertising segment and Forbes CMO Next 2019. She was also named a Crain’s Chicago Notable Entrepreneur and one of Biz Bash’s Most Innovative People in Events. Industry-leading awards include the 25th ESSENCE Festival Editor’s Choice, Lifestyle Legend Award for Always Discreet, the 2019 ANA Multicultural Excellence Award and 2019 Ex Award for P&G’s My Black is Beautiful ESSENCE Festival campaign.

Bonnie's creative experience agency, Studio B, designs and produces experiences and branded content authentically and effectively connecting brands to consumers by celebrating the lives of unique and vivid women. Studio B is proud to be nationally certified by the Chicago Minority Supplier Development Council.

Bonnie's love of culture runs deep, and is evidenced by the time she took an internship at 103.5 KISS FM radio station for access to free concert tickets and rode a last-minute Greyhound to see Madonna perform. Her love of reading diverse titles was cultivated by working in a bookstore and using her minimum wage pay to purchase books she was charged with re-shelving. Her passions include chocolate, Italy, her family and making opportunities equitable and accessible for all.

Bonnie has a B.A. in Speech Communications from the University of Illinois Urbana-Champaign, a degree in Art History, Italian Language and Culture from L'Universita Per Stranieri, Siena, Italy and a certificate from The Executive Leadership Council: The Institute for Leadership & Development and Northwestern University: Leading Diversity, Equity and Inclusion. She is also a proud member of the WINGS Metro Leadership Council and Goldman Sachs' 10,000 Small Businesses Chicago Cohort 28.

Bonnie wishes she was a black belt in karate (current title is green.)