

## LEADING WOMEN ENTREPRENEURS SHOWCASES 'LEADERS BEHIND THE BIGGEST BRANDS' ON OCT. 17

Whether your business is small or large, or if you're the owner or just play a role in the company, learning from others, gaining insight and having a sounding board for ideas is an important ingredient to success.

"Connectivity is important for any type of initiative, whether it's a non-profit or a corporate type of business, or whether they're an intrapreneur or an entrepreneur, connectivity with other successful people elevates you no matter what level you're on," said Terry Tateossian, founder and lead engineer of Social Fix.

Since it began six years ago, [Leading Women Entrepreneurs](#) has showcased successful female entrepreneurs and business women so that their stories might inspire others, and that their lessons can be passed on. The group's efforts will continue on Oct. 17, when it hosts The Leaders Behind the Biggest Brands, to be held at The Palace at Somerset Park. The educational event is open to all women who want to accelerate the growth of their businesses through the latest marketing and media resources, and to those who want to network with some of the most powerful women in the state and learn the secrets to building a powerful brand.

The event will include resourceful speakers and a recognition ceremony honoring the leading women marketers who have built unstoppable brands.

"This recognition will pay tribute to the behind the scenes leaders who are brand builders and who should be recognized for their significant and strategic marketing contributions," said chief executive officer and founder Linda Wellbrock. "We are also excited to learn some of their secrets to build a brand. Topics that we will



Susan Spencer, who previously worked for Time Inc., will speak at the Leading Women Entrepreneurs conference on Oct. 17.

cover at the event include answering questions like: With the marketing world changing so rapidly, how do you stay ahead of the change? How can we improve digital media, optimize mobile effectiveness, differentiate your content marketing strategy, achieve marketing mix optimization and leverage new technologies and marketing platforms."

Michelle Malave, event planner and social media marketing strategist at The Palace of Somerset said LWE and its conferences provide a great opportunity for entrepreneurs to meet and learn from one another.

"It's just inspirational, being surrounded with strong women and networking with strong women. With these kinds of things, I feel like any advice is helpful. It's nice to hear positive stories and positive feedback."

The event's featured guest speakers will be Jeff Hoffman, founder of Priceline.com, Mandell Crawley, managing director and chief marketing officer of Morgan Stanley, and Susan Spencer, editor-in-chief of Woman's Day magazine.

Hoffman is a successful entrepreneur, proven chief executive officer, worldwide motivational speaker, published author, Hollywood film producer, and a producer of a Grammy winning jazz album in 2015. He has founded multiple startups during his career, has been chief executive officer of public and private companies, and he has served as a senior executive in many capacities. Hoffman also has been part of other well-known companies, including uBid.com, CTI, ColorJar and more.

Hoffman serves on the boards of companies in the United States, Europe, South America, Africa and Asia. He supports entrepreneurs and small businesses on a worldwide basis, serving on the global board of directors of Global Entrepreneurship Week (supporting entrepreneurship in more than 150 countries), the U.S. State Department's GIST program (Global Innovation through Science and Technology, working in 49 emerging nations), the APEC Startup Initiative (the Asia Pacific Economic Council's 21-member nation association), and more.

Crawley joined Morgan Stanley in 1992 as a high school Intern and now serves as chief marketing officer for the firm, where he is responsible for defining, creating and delivering Morgan Stanley's marketing strategy. This includes shaping and enhancing the company's brand value, ensuring the global integration and consistency of marketing strategy across businesses, functions and geographies.

Before that, Crawley was head of national business development and talent management for Morgan Stanley Wealth Management, where he led an organization responsible for driving revenue and asset growth across the firm's industry leading platform and

improving the proficiency of financial advisers, sales support and field leadership talent.

Spencer previously served as executive editor of "All You" magazine, published by Time Inc., and held senior editorial positions at Child and Diversion magazines. She also worked for Time Inc. Strategic Communications, Time Inc.'s custom publishing unit, producing magazines for corporate clients, including Pfizer and American Express. She advises the marketing committee of Safe Horizon, the nation's largest victims' services provider, and serves on the board of Lydia Johnson Dance, a New Jersey-based dance company.

Tateossian, who is among several marketing professionals who will be honored at the event, said



**Terry Tateossian**

digital marketing can only take a business so far, and that working with others on building an identity also is important. That is part of the philosophy at SocialFix, a 360 degree digital agency that helps clients communicate their brand value through different types of digital tools, including video, the web, social media, internal communications and more.

"Personally, I think the digital aspect of what we are capable of doing can only take us so far," she said. "I really think being part of a community and building a community around you is vital to being successful, not just being digital, obviously digital is great, you also have to be present and show up for yourself every day and show up for your team, and show up for community as well."

Malave said her clients, which include hotel guests and wedding parties, sometimes see digital and social media marketing as a way to add a “personal” touch to their posts. It also provides immediate gratification, with the number of clicks, views, shares and comments instantly obtainable.

“Personally, I’m seeing client involvement on my end,” she said. “For something I used to think was impersonal, it adds a personal touch. They get a personal sell. People don’t want to feel like they’re doing business with a company, there are a lot of us working behind the scenes, and getting to know the staff makes it feel like a smaller business.”

The Leaders Behind the Biggest Brands event also will include special recognition of the LWE 2016 Leading Women Marketers. This year’s honorees are: Susan Angelo, Micro Strategies; Erin Connolly, CohnReznick; Richelle J. Delavan, Riker Danzig, Scherer Hyland & Perretti LLP; Jeanine Genauer, JPR Group (Public Relations); Michele Hayes, NJ Advance Media; Sarann Jennings, Comcast Spotlight; Tracey Leaver, Woodlands Wildlife Refuge, Inc.; Michelle Malave, The Palace at Somerset Park; Rebecca Mazzarella, Children’s Specialized Hospital; Chrisie Scott, Hackensack Meridian Health; and Terry Tateossian, Socialfix.

The Leaders Behind the Biggest Brands will be held Oct. 17 from 4 to 8 p.m. at The Palace at Somerset Park, 333 Davidson Ave., Somerset. Individual tickets are \$80. Tables are \$750 (10 person maximum) and exhibitors are \$500.

Thank you to the Palace at Somerset Park for being the host sponsor of the Leaders Behind the Biggest Brands Event. The beautiful facility is unique and elegant and incredibly flexible in addition to being centrally located in New Jersey. LWE has held everything from large networking events to smaller educational workshops and they always exceed everyone’s expectations in terms of service, logistics and while offering an amazing array of food choices. We highly recommend the Palace

at Somerset for anyone who is considering holding an event.

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Or visit [www.palacesomersetpark.com](http://www.palacesomersetpark.com)

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