

## Speech Introduction

### Kelly McDonald

Kelly McDonald is a marketing and advertising expert and considered one of the nation's top experts in multicultural marketing and consumer trends.

Her client experience includes brands such as Toyota, State Farm, Nike, Harley-Davidson, Miller-Coors, and Sherwin-Williams.

Kelly was named #1 on the list of "26 Hot Speakers" by Successful Meetings Magazine.

Advertising Age has twice named her company one of the top ad agencies in the U.S.

She has been featured on CNBC, in Forbes, BusinessWeek, Fast Company, on CNNMoney.com and on Sirius/XM Radio.

Kelly is the author of three books. Her first, "*How to Market to People Not Like You*", was #7 on the list of Bestselling Business Books of 2011 and "*Crafting the Customer Experience for People Not Like You*" was #5 on the list of Bestselling Business Books of 2013. Her latest, "*How to Work With and Lead People Not Like You*" was released August 2017.

Please welcome Kelly McDonald.