

Michelle Villalobos

(vee - ya - low - bos)

Delivering A-ha! Moments...
One Audience At A Time



Personal Branding

MICHELLE VILLALOBOS has developed 13 programs that have collectively been delivered – either virtually or in person – to over 200,000 people worldwide. She helps professionals develop their business and communications skills to increase opportunities, leads and promotions.

The Miami Herald named Michelle one of Miami's "[Top 20 Under 40](#)" in 2011, and in 2013, she won *The Miami Herald Business Plan Challenge* for co-founding the Personal Branding Self-Study Program, **Make Them BEG**. The media regularly bring Michelle in to give advice about how anyone – especially women – can brand themselves to get ahead in business. In January 2014, Michelle was named #5 on Evan Carmichael's "Top 100 Small Business Experts to Follow on Twitter." ([See media here.](#))

Michelle authored Chapter 13 in Dr. Ivan Misner's ("The Father Of Networking" according to CNN), bestselling business book: [Building The Ultimate Network](#). Michelle's chapter was titled "From Nobody To Somebody: How To Build A Personal Brand Online."

Michelle also founded Miami's largest multi-day business conference for entrepreneurial women, the "[Women's Success Summit](#)," which draws over 500 attendees, speakers and sponsors over 2 days.

Her client roster features names you'll recognize: **American Express OPEN, Lloyds Of London, Burger King Women's Leadership Forum, Gibraltar Private Bank & Trust, and Lexis-Nexis** have all hired Michelle to speak or train, while Summit sponsors have included **Constant Contact, LivingSocial, Brooks Brothers** and **Blue Cross Blue Shield**, among others. Michelle has also facilitated strategic and creative brainstorming (or, rather, "insighting") sessions at the C-Suite level for **Frito-Lay, Inktel Direct** and **Audi Latin America**.

In addition to creating and delivering workshops, seminars and keynotes on the topic of Personal Branding, Michelle **is qualified to administer and interpret the Myers-Briggs Type Instrument (MBTI)** by CPP, Inc., the publisher of the test, and was trained by one of the foremost experts in the field, Dr. Charles R. Martin, who has authored and co-authored several of the most respected and widely used manuals in the field, (Michelle is an ENFP, by the way.) She also uses a variety of other assessment tools, including **Wealth Dynamics, Strengths Finder, The Fascination Test, DISC**, and more.

What makes Michelle's programs unique is the variety of skills, talents and knowledge bases she combines in her methodology, which all tie back to one core belief: When changing beliefs and behaviors or developing skills, lecturing is simply not as effective as active learning – **active learning yields those "a-ha! moments" that groups crave and remember.**

Michelle's speaking style is casual and interactive, and she regularly busts out a rainbow assortment of Sharpies to illustrate points using everyday, attendee-appropriate examples.

She has studied everything from comedy sketch writing and improv theater to Advanced Accounting and Statistical Regression Analysis (yes she's a bit of a geek).

Michelle holds an undergraduate degree from **Dartmouth College in Psychology Modified (with Mathematics)**, and an **MBA in International Business from The University Of Miami**. She is also a member of the **National Speakers Association**, the premier US organization for professional speakers, committed to advancing the skills, integrity and value of the speaking profession.