

Melissa Giovagnoli Wilson has over 17 years of expertise providing social networking strategy consulting and implementation to organizations such as Motorola, Hewitt, Office Depot, BF Goodrich, AT&T, American Express, Medtronic, CNA, UBS and hundreds of emerging companies looking to build key account relationships with large organizations, innovate new products or build their brands through her exclusive strategic marketing process she created called Networliding.

Melissa helps her clients: build digital trust, grow their markets, manage their online presence, publish books and integrate social media with their other marketing initiatives.

In Chicago and around the world she offers a proven process for improving sales, marketing or leadership performance. She also applies this process to help companies prevent brand erosion.

Her background includes:

- ◆ Social media/social networking keynote speaking
- ◆ Author of 14 books, four best sellers on networks
- ◆ LinkedIn Authority
- ◆ Top Ten LinkedIn Trainer – Over 3000 Individual, professional and executives coached and 500 groups trained in the last nine years

Specialties

- ◆ Tailored Social Media and LinkedIn Training and Coaching
- ◆ Social Media Keynotes
- ◆ Social Media Implementation
- ◆ The Science of Networks
- ◆ Social Media Video Creation
- ◆ Business Growth Consulting
- ◆ Book Publishing - E-Book Publishing - Blog Creation and Development
- ◆ Book author coaching - we become your partners in book authoring

Melissa is one of the world's leading experts on the development of networks as a means of growing and accelerating brand loyalty and performance improvement inside and outside organizations.

Melissa is also the author and/or co-author of ten top-selling books. Her seventh book, co-authored with former CMO of Office Depot, Jocelyn Carter Miller, held the #10 spot on Amazon (in Chicago) for a year. Other books include:

- Networliding: Building Relationships and Opportunities for Success (#10 on Amazon, in Chicago, for 12 months)
- The Chicago Entrepreneurs Sourcebook (rated one of the top 10 small business books in Chicago)
- 75 Cage Rattling Questions that Change the Way You Work (McGraw Hill)
- The Power of Two: Rethinking and Reforming Strategic Alliances (Jossey Bass)
- Four of Melissa's books have been on top business book lists including: The Power-of-Two and Networliding, recognized by Booz Allen as two of the top ten alliance management books.

Melissa has also been a guest on both radio and television including The Today Show, CNN, WGN, CNBC and FOX. One of her books was featured on The Oprah Winfrey Show. She is a frequent presenter at conferences looking for interactive sessions. Her unique program, The Extravaganza, has been highly evaluated by Meeting Professionals International (MPI) and she has won a Consummate Speaker of the Year Award.

With a BA in Sociology and a J.D. from DePaul University College of Law, Melissa went on to found Service Showcase, Inc., a consulting, training and coaching firm started in 1986. In 1998 she was chosen as one of six extraordinary women of the decade by The University of Chicago Women's Graduate Business Alumni Board. Networliding was recently licensed by Yale University through their graduate school of business.