



Michele DeKinder-Smith is a seasoned researcher, having led a mixture of qualitative and quantitative research for strategic initiatives in the packaged goods, services, government, private/public partnership, and retail arenas with consumer, business-to-business, and government-to-business relationships over the past eighteen years. She is also an entrepreneur, twice over, having started Linkage Research and Consulting in 1998 and then founding Jane Out of the Box in the latter half of 2007. Michele understands the needs of large corporations and government agencies and she also understands the needs of female entrepreneurs. Through research, publications, consulting, and training, Jane Out of the Box helps each of these audiences achieve its goals.

Over the course of her career, Michele's research clients have included Applebee's International, Coors, Clorox, Enterprise Florida, Florida Trend Magazine, Florida State Fairgrounds, Frito-Lay, Akzo Nobel, Jamba Juice, JCPenney Direct Marketing Services, Lotus, McCann-Erickson, Nestle, Starbucks, TeleCheck, Texas Department of Economic Development, Tropicana, TTI FloorCare, and Verizon.

In addition, Michele currently has a "growing following" of approximately 4,000 female entrepreneurs via various social media platforms, educational blogs and newsletters. She is passionately committed to helping women succeed via entrepreneurship and her creative problem-solving skills and passionate, empathetic style result in rich understanding of the unique motivations, needs, and challenges of women business owners.

Michele received her Master of Marketing Research (MMR) degree from the prestigious program at the Terry College of Business, University of Georgia. She maintains an expert-designation Professional Researcher Certification (PRC).

Michele currently sits on the Governance Committee of Board of the American Marketing Association and is a Past President of the AMA's Professional Chapters Council, which provides all training and program development for the 74 local AMA boards serving 24,000 professional marketers. She is also a member of the Marketing Research Association and the National Association of Women Business Owners. She is a sought-after speaker at university and association events and a frequent guest on broadcast media targeting entrepreneurs.