



Presenter:

**Melinda Wittstock**  
Founder & CEO, Verifeed

#### Work Experience:

- CEO and Founder, NewsiT
- CEO and Founder, Capitol News Connection
- Executive Producer & Program Creator, BBC (USA Direct) and CNBC (Financial Times Television)
- Journalist, News Anchor and Host, BBC News, MSNBC, "World News Now" at ABC News, Guardian, Times of London

#### Educational background:

- B.A. Economics & Political Science, McGill University, Montreal, Canada

#### Awards/Memberships:

##### BUSINESS & START-UP AWARDS:

- WeMedia PitchIT! Challenge
- New York UltraLight Start-ups
- NAB Sprocket 'Top 10 Startups' 2013

##### JOURNALISM & CONTENT AWARDS:

- TV-AM Broadcast Journalist of the Year
- Society of Professional Journalism Awards
- Multiple Murrow awards and Joan S. Barone Award for Public Policy Journalism (CNC)

Presents

## The Raymond V. Haysbert, Sr. Entrepreneurship Lecture

# "Outside the Box": Finding Your Path as a Female Entrepreneur

A venture capitalist once told Melinda she "didn't fit the pattern". She doesn't. She's not an engineer. She doesn't spend any time in her garage, and ramen? Too many carbs. Women have a hard time raising the capital they need to launch high-growth technology businesses and Melinda is going to talk about how women can reinvent the rules - sharing her most valuable lessons (most of them from failing). Success is all about being resilient, agile and non-stop learning. She'll tell you what not to do - as much as what to do!

Melinda is a serial social media and 'Big Data' entrepreneur, acknowledged thought-leader in leveraging social data for actionable insights, and award-winning content creator. With 20 years experience across many of the world's top media brands (BBC, London Times, ABC News, CNBC, MSNBC) and having launched her own successful businesses, Melinda brings deep cross-disciplinary expertise, proven agile iteration strategies for measurable innovation in product, social engagement and win-win business development for start-ups to Fortune 500 companies.

**April 30, 2014**

**12:00 - 1:00pm - UC 310**

#### Speaker Series

The Entrepreneurship Speaker Series provides a monthly platform for successful entrepreneurs to candidly share their experiences and insights with UMBC students, faculty, staff, alumni, and the Baltimore business community. The series highlights experiences, lessons learned, and unique issues and challenges faced by entrepreneurs in the creation of a new enterprise.

For more information contact Vivian Armor ([armor@umbc.edu](mailto:armor@umbc.edu))

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