

Biography of Marissa Levin

CEO Information Experts (www.informationexperts.com)

CEO Successful Culture (www.successfulculture.com)

Marissa Levin founded her first company **Information Experts**, a global strategic communications and education firm, in 1995. She launched her firm with no outside funding after working for a man that capped her annual net worth at \$34,000. 17 years later, Information Experts is forecasting \$15 million for 2012. Marissa has led her firm through the implosion of the telecom and internet industries (her initial two primary markets), 9/11 terrorist attacks which shut down the DC business region, two recessions, one government shut-down, the collapse of the auto, finance, & housing markets, and two cancer scares - while raising two sons as a hands-on mom.



As CEO of Information Experts, Marissa leads the effort to define, shape, and evangelize the organization's values, mission, vision, growth strategy, brand, and corporate culture. Marissa has led the organization's entry into the federal market to achieve a sizeable presence in 17 agencies, while maintaining a strong presence in the commercial market. Under her leadership, Information Experts has won more than 100 awards for creativity & leadership, was named to the Inc. 5000 List of America's Fastest Growing Companies for 2009, 2010, and 2011, and won the SmartCEO 2010 GovStar Industry Star Award.

Marissa's passion of mentoring other business owners motivated her to launch **Successful Culture** in June 2011. Through Successful Culture she applies her 17 years of experience to help business owners build extraordinary organizations to attract and keep top-level talent & customers, which results in high growth.

She is the author of **"My Company ROCKS!" Eight Secrets to a Growth-Driven Culture That Keeps Employees Happy & Engaged,** an e-book that provides specific strategies on how to build a culture that fosters employee loyalty, engagement, and excitement, and highlights the need for the CEO to always own the organizational culture.

She is also the author of **"Built to SCALE: How Top Companies Create Breakthrough Growth Through Exceptional Advisory Boards"**. The book leads businesses owners through her patent-pending **SCALE™ Model** to strategically select, compensate, associate, and leverage advisory boards for breakthrough growth.

Marissa was named as a 2009, 2010, and 2011 SmartCEO Smart 100 participant by SmartCEO Magazine, which recognizes the top 100 CEOs in the region, and was named as a 2008 BRAVO Award winner, which honors the region's 25 most influential women CEOs. In 2011, she was one of the first honorees to be inducted into the SmartCEO Hall of Fame for outstanding and exemplary leadership.

She was named as one of Washington's Top 100 Technology Titans for 2009 by Washingtonian Magazine. She was a finalist for the 2002 Ernst & Young Entrepreneur of the Year Award and for the 2004 Women in Technology Entrepreneur Leadership Award, and was also named as a finalist for the 2009 national Stevie Awards in three categories: Best Entrepreneur - Service Businesses; Employer of the Year; and Women Helping Women.

Marissa was selected as one of greater Washington's "Women Who Mean Business" by the Washington Business Journal, which honors the region's "most influential and powerful" women executives. In addition, she was nominated for the Women President's Organization (WPEO) Outstanding Women's Business Advocate Award. Marissa has been featured in USA Today, The Washington Post, The Washington Business Journal, Working Mother Magazine, Washington Woman Magazine, Washingtonian Magazine, Inc. Magazine, BisNow, Fortune, and on many TV networks as a successful woman business owner and working mother.