

AN NC CHAMBER EVENT

WORKPLACE **DEi** CONFERENCE

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RALEIGH, NC

Shelley Willingham
Vice President, Business Strategy
The Diversity Movement

Shelley Willingham (she/her) is a serial entrepreneur and business strategist with more than 20 years of corporate and small business experience. In 2003, Shelley founded the National Organization for Diversity in Sales and Marketing (NODSM), a company focused on helping corporate America recognize the increasing purchasing power of diverse segments and helping them market to these groups without using stereotypes or being offensive.



In 2006, she partnered with FORTUNE magazine on a special diversity section highlighting her work in this space. Shelley speaks at various business events and conferences, coaches and consults aspiring entrepreneurs and business owners, and is a frequent on-air contributor to CNBC.

Shelley is a Certified Diversity Executive and leads the client acquisition strategy and execution while supporting each of the TDM business units in the development of their respective strategies. Her focus is on enhancing customer value, building competitive differentiation, and driving revenue and profit growth.

Why DEI? She can't imagine any forward-thinking company that wants to position itself for growth not embracing the value of DEI. The business case is clear. DEI initiatives increase the bottom line, drive innovation, attract more talent, and create more opportunities for growth. Simply, it just makes good business sense.