

A full-length portrait of Michele Thornton Ghee, a woman with short blonde hair, wearing a black sleeveless top and black leather leggings, standing against a grey wall. She has her hand to her chin and is wearing a black bracelet and a ring. The image is framed by a yellow border.

**MICHELE  
THORNTON  
GHEE**

**MEDIA MOGUL**

**ADVERTISING EXECUTIVE**

**SPEAKER**

**AUTHOR**

**CULTURAL CHAMPION**

**ENTREPRENEUR**

# BIOGRAPHY



Having managed over a billion dollars in revenue for some of the largest media companies in the world, Michele Thornton Ghee currently serves as the EVP of Business Development for Endeavor Global Marketing, part of the Endeavor network which includes talent agency WME, fashion and sports pioneer IMG, UFC, among others. Michele and her team leverage long standing knowledge, relationships and experience in corporate America to help clients have an authentic conversation with their consumers by immersing their brand in the midst of cultural conversations.

Previously, Michele served as SVP of Media Sales for BET Her (formerly Centric TV), a 24-hour African American lifestyle network designed for Black women. There, she oversaw the vision and execution of all sales functions for the network and led her team to success by continually finding ways to grow the revenue base in various economic environments.

As a creative and by leveraging her understanding of the needs of Centric's changing audience, Ghee was instrumental in the rebranding of Centric as "The First Network Designed for Black Women" and then again into BET Her.

Ghee has worked for CNN, A&E, The History Channel and The Weather Channel. She began her career at SBC Communications in Oakland, California. Over a 20-year career, she has honed her skills in the following areas: leadership, culture, strategy, revenue generation, and relationship-building.

Ghee has received honors from numerous organizations including: Multichannel News 2019 Wonder Woman, Working Mother of the Year Award Class of 2018, The ADCOLOR Change Agent Award, The American Advertising Federation Mosaic Role Model of the Year Award, the Jesse Banks Humanitarian Award, and numerous others. Ghee served as the chair of the Mosaic Executive Council from 2011-2013 and continues to play an active role in the broader media and advertising community while advocating for diversity within the industry.

Ghee has authored three books: *Stratechic: Life and Career Winning Strategies for Women*, *Stratechic 2.0: Her Plan, Her Power, Her Purpose*, and *Success On Your Terms*.

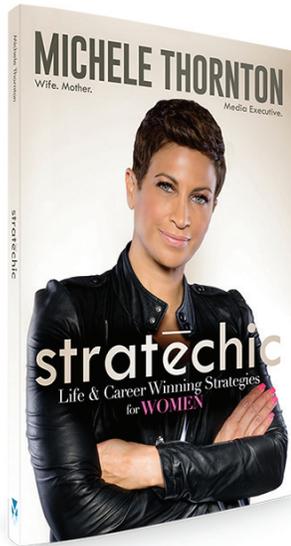
After losing her dad to cancer in 1997, Ghee decided to go back to school and at the age of 30, received her Bachelor of Arts from Golden Gate University. In May 2017, she was honored with an Honorary Doctorate of Humane Letters from her alma mater. Michele resides in New Jersey and is the proud wife of Antony Ghee and mother of Taylor and Jordan Ghee.

*A plan without execution is just a dream. When you wake up, you will be in the same place.*

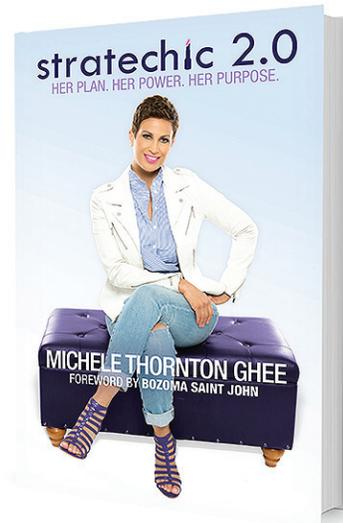


**Cultural Champion. Change Agent. Media Mogul.**

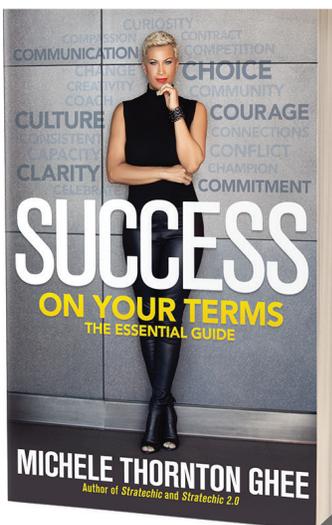
# BOOKS BY MICHELE



Michele Thornton Ghee urges women to get strategic—actually, she calls it **Stratechic**. She believes women are innate strategists that use most of their time and focus taking care of others. Thornton encourages women to use a portion of that energy towards developing a personal life plan. With her proven 10-step framework, Thornton helps every woman be more **Stratechic** and reclaim the power they naturally possess. *Stratechic* is a must read for every woman striving to live her best life.



Every *Stratechic* has had a life-changing moment of clarity. A moment when her spirit stills, her mind sharpens and her inner voice gives expression to the reality of her situation. **Stratechic 2.0** includes more examples and stories to help readers plan for the life they have earned, including new sections on Men, Millennials, Moms and Money.



**Are you Successful?** If yes, by whose definition? If not, same question. Michele Thornton Ghee is tired of trying to live up to other people's standards of success and instead challenged herself, and now us, to make it personal. Whether you are a billionaire, postal worker, teacher, hotel receptionist, or young entrepreneur trying to make ends meet, your success is not determined by power, money, or even recognition. Instead, it is linked to the fulfillment of setting and achieving your goals.

**SUCCESS: On Your Terms** pulls back the layers to reveal what is most important-YOU! Thornton Ghee offers a masterful framework filled with intention and action destined to take you from where you are to where you ultimately want to be. Starting with a commitment to yourself, each component reminds readers to shed the expectations and rules of others and return to the most fundamental truth-that what you want matters.

# SPEAKING ENGAGEMENTS



Burson-Marsteller



Empowering Visionaries.



# AWARDS & RECOGNITION



# KEYNOTE & TRAINING TOPICS

*Michele Thornton Ghee is a dynamic speaker and trainer who teaches empowerment, cultural competence, business leadership, sales strategy, and relationship management through keynotes and classroom training.*

## **Leadership Development**

- Develop mid-level managers into leaders by focusing on self-awareness, communication, time management, and relationship building.

## **Cultural Trends & Insights**

- Having worked for BET networks and then creating BETHer, Michele has a fundamental understanding of the importance of reaching the African American audience because they create trends, curate culture, and have substantial buying power.
- Understand the importance of targeting this segment as a consumer, employee, and partner, to avoid costly challenges.

## **Diversity and Inclusion**

- Diversifying an employee base to meet the evolution of target consumers—where they work, live, and love.

## **Relationship Building & Networking**

- Tools to identify and grow one's network.

## **KEYNOTE ADDRESS**

Michele Thornton Ghee's keynote addresses can be thirty minutes to sixty minutes in duration. Breakout sessions or private meetings are thirty to forty-five minutes in duration. Q&A sessions are fifteen to twenty minutes in duration.

*Stratechic, LLC is a certified minority and women-owned business (MBE/WBE).*

## **Work/Life Balance**

- Practical tools to “get it all done.”
- How to pinpoint goals, prioritize personal and professional responsibilities, and achieve the outcome one desires.
- Importance of buy-in for success.

## **Sales Strategy**

- Revenue generation as a core competency.
- Explain why everyone in the company is responsible for generating revenue.
- Define the steps to create a sales strategy to grow the business in 60 days.
- How to create the business narrative, target lists, and timelines for success.

## **The Millennial Mindset**

- Explore how millennials move and think differently. Learn who they are and how they operate, as consumers and organizational contributors.

# RAVE REVIEWS FOR MICHELE

"Thank you for inspiring my daughter on Saturday at Rutgers. You appear to have lit a spark that has been silently waiting to bust out. On many occasions I have tried to introduce her and or connect her with women business mentors for career inspiration. Maybe it was my generational lack of millennial understanding but you and Ecita appeared to be the right combination to thrust Sharde forward. Thanks again. Greatly appreciate your presentation and your gift. - **Maurice E. Singleton III**

"Michelle, I always knew you were awesome, but your presentation was inspired, inspiring-remarkable. - **Mary Nittolo, CCO/President at the STUDIO**

"She gets it. Michele knows that in order to win in business and in life in general you need to have a blueprint to your success and that's exactly what she does in Stratechic. She lays out the road map for you – from women who are CEOs of their household to women who are CEOs in the boardroom." - **Maria Casanova, Senior Partner at Maximum Learning**

Awesome seeing you at the NB MBA Conference! You inspire me, and I cannot wait to read your book. As I mentioned, I am starting my own Beauty Company and will reach out to you for media plan once the skincare line launches. In the meantime, I have started a weekly blog site goodbeaute.com I would love to interview you about your book and how you stay so fabulous!" - **Kimberly Hairston-Hicks**

It was a pleasure meeting you at the I'm my Sister's Keeper workshop. I started reading my signed book on the flight back home (from the Black MBA Conference). THANK YOU... you just INSPIRED and CHANGED my view on a lot of things. Truly an honor. Time for me to be STRATECHIC!" - **Marella Simpson, MBA**

"Stratechic is an altruistic contribution to our community. A community whose voice isn't always heard; whose voice isn't always respected; whose rights aren't always defended, Michele recognizes those things and devised a plan to help women tap into their inner greatness and overcome those obstacles." - **Tiffany R Warren, SVP, Chief Diversity Officer, Omnicom/ Founder and President, ADCOLOR®**

"I've been in business for over thirty years, and for once, I'm pleased to know there's a book written by, for, and about us: successful women who seek a plan specifically yet globally designed to propel us to greatness. Stratechic is definitely on my nightstand as reference and daily go-to guide." - **Mc Lyte, Lyricist, Songwriter, Producer**

"What I love about Stratechic is that it cuts straight to the point. In a world where our minds are constantly bombarded to the point of information overload, Michele dices up a wealth of knowledge into bite-sized yet fully satisfying tips." - **Dawn Thompson, President at Marketing Agent & Knowledge Coach, LLC**

"Stratechic is a fun, informative and easy read. I also find myself referring back to it for motivation before a big pitch or meeting. My favorite #StratechicTip is to never allow anyone to distract me from my mission to reach my full potential and a bad attitude is ultimately a distraction from what is rightfully mine" - **Nicci Gilbert Daniels, Singer, Producer**

"Yes, I'm in the book. Yes, she is my friend! But even if she wasn't, I would still read it because Michele speaks to women at every stage in their journey. It's an encouragement to me to walk and live in the blessings and to tap into my God-given talents" - **Bozoma Saint John, Endeavor Global Marketing**

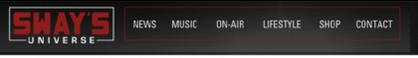
"Stratechic is a must read for any woman who wants to win, rock and rule!" - **Dee Marshall, Certified Coach, International Speaker & TV Lifestyle Expert.**

"Fabulous! Stratechic is simply fabulous! Michele delivers poignant strategies in impeccable style." - **Tai Beauchamp, Tai Life**

"Stratechic is the woman's anthem for independence. Through shocking experiences, loving testimonies, and precise prose, Michele Thornton guides the reader through a ten-step plan that will change her life for the better. It's revelation, it's planning, it's... Stratechic!" - **Lynn Richardson, Celebrity Financial Advisor**

# MEDIA

## ESSENCE



### First Aid With Kelly Kinkaid: Michele Thornton Speaks on Importance of Focus and Self-Awareness & Breaks Down Her New Book "Strategic"



Capping off March and Women's History Month last week, our very own Kelly Kinkaid invited a very special guest for her First Aid segment, Senior Vice President at Corvus TV, Michele Thornton has climbed the ranks with her strategic thought process.

After another mother from her daughter's school sent Thornton a text message about her parenting "strategy," the idea for a new book was born. Setting aside one hour each night, Thornton was able to piece together "Strategic: Life & Career Winning Strategies for Women." Putting an emphasis on focus, attention and self-awareness, Thornton stresses that everyone, even men, should write out their goals and balance the things they truly want to accomplish.

With a true passion for success and helping others, Thornton's message is powerful and refreshing. You can keep up with Michele Thornton on Twitter @ThorntonMichele and purchase a copy of "Strategic" via Amazon.

## rollingout

### Powerhouse Michele Thornton talks leadership, teamwork and networking



This boss lady is busy on the news. Michele Thornton is the senior vice president of Television Sales for 36TV's sister network, Corvus TV, which is part of the Viacom family. It is the first network designed for black women. She has worked for CNN, AOL, History and The Weather Channel. Thornton has received various awards and honors, most notably, she was deemed the 2011 Role Model of the Year by the American Advertising Association and received the 2009 AACC/DCA Orange Agent Award. She is currently based on the Big Island. Michele Thornton, executive board and the head of division for ACDOLR. Thornton recently authored a book for women titled *Strategic: Life and Career Winning Strategies for Women*. She is a proud wife and mom of two.

Most talked about

- Address her worries has her eyes set on supercollider
- Horrific child abuse as movie beats box for Chicago in '12
- 2017 Ford Fusion
- Living My Dream
- 2017 Ford Fusion
- Living My Dream
- Starring Simone Missick

## MY FLY ENTREPRENEUR LIFE



### Fly Entrepreneur Michele Thornton Lives Life One Way-STRATEGIC!

Learn Life Lessons from This Boss To Succeed This Year!

By Jamaica McCloud

This has been a real Michele Thornton year for the 2016 ESSENCE Festival, headed for the Sponsorship Activation team for the festival and worked with over 12 different activations over the weekend including the featured booth in the Money & Power area of the festival. Presenting had an awesome lineup of powerhouse women speaking on various panels to discuss everything from finance to helping this year's graduates. I was busy running around checking on each sponsor and also on the way to make back up to the production office, but then I heard this amazing but very relatable voice coming from a panel explaining their journey to the top. It was Michele Thornton, TV Senior Executive Michele Thornton along with Brandon Daniel and Scott Chen (head of the High Tech Panel at the event). I immediately turned around and listened all my attention on these ladies. They all spoke about their path, their personal lives, and their journey to success after trials, mistakes, and failures. I was so inspired to hear them talk about their path, simply because it's a lot of success some people may have out, I know as I'm trying that all about the hustle and grind - in which of course, is very important. It's not a level of path you must have to repeat and most importantly - Do it.

## THE HUFFINGTON POST

### From Average Jane To Female Boss, Michele Thornton has the Blueprint to Transform Any Woman from Wannabe to SVP in Her New Book Strategic

Contributor Christine Michel Carter

Under 30

1



## Forbes

### Employers: Don't Stop Your Team From Building Personal Brands

Contributor Christine Michel Carter

Under 30

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One professional who leveraged her personal brand to secure her next full-time opportunity was Michele Thornton Ghis, executive vice president of business development for Endeavor Global Marketing.



## BOOKING INFORMATION

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