

ANDREA BROWN

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Business Strategist, Keynote Speaker, and Published Author with a talent for helping companies achieve goals, improve profitability, and stay competitive. Contributor to positive organizational change with a track record of securing significant revenue increases and expanding operations. Energetic leader who brings emotional intelligence to every interaction. Extensive experience leading with critical thinking across marketing strategy, operational leadership, and creative problem-solving.

STRATEGIC & LEADERSHIP CAPABILITIES

- ♦ Strategic Judgement
- ♦ Budgetary Planning
- ♦ Learning Agility
- ♦ AI Strategy
- ♦ Marketing & Brand Strategy
- ♦ AI Literacy

CAREER ACCOMPLISHMENTS

- ♦ Published Author, *A Business that Works for You: Leading with Strategy and Creativity*
- ♦ Vistage trusted advisor and speaker, Keynote speaker for the AI symposium held by SoA.org
- ♦ Driving growth by 20%+ for three clients, NLSC.law, Temperature Control, and 360veritas.com
- ♦ Successfully secured pre-seed funding and advised on growth strategies resulting in tangible business expansion
- ♦ Drove a loyalty program membership from 1,000 to over 15,000 members in three months
- ♦ Repositioned ChannelNet's OneClick Financial product, resulting in a 35% growth within six months
- ♦ Engineered a 30% growth rate for NuStep and increased eCommerce revenue from \$160k to \$3 million annually

PROFESSIONAL EXPERIENCE

Frequency110, LLC, Self Employed	Business Strategist	2019 - Present
Outlier.ai	AI Annotator	Aug. 2025 - Present
360 Veritas	Chief Strategy Officer	April 2025 - Present
Temperature Control	Fractional CMO	May 2025 - Present
National Legal Solutions Center	Strategic Advisor	2019 - Present
ChatVan Communication Systems, CPaaS	Interim CMO	2023 - 2025
Whole in One Health, SaaS Apps	Interim CMO	2022 - 2023
The Treeline Conservative	Strategy Advisor	2019 - 2020
Sozo Health, Inc., Cannabis	VP of Marketing	May - Dec. 2022
ChannelNet, a SaaS FinTech Company	VP, Sales and Marketing	2021 - 2022
NuStep, LLC, Fitness Manufacturer	Director, Global Marketing and Sales	2015 - 2019
Biznet Digital, SaaS Marketing	Director, Biz Dev & Mkg Strgy	2014 - 2015
Detroit Creative Services, Creative Agency	Founder/Consultant/Creative Director	2000 - 2014
MS&L	Art Representative and Creative Director	2000 - 2002
General Motors	Communications Art Rep / Creative Director	2001 - 2003
MotorCities National Auto Heritage	Marketing Consultant	2001 - 2001
313 Techno	Producer and Creative Director	2001 - 2004
Made in Detroit Clothing	Illustrator Artist	2000 - 2005
GameWorks, Detroit	Art Rep and Creative Director	2000 - 2002
Wunderman Worldwide, Advertising	U.S. Director of Operations	2006 - 2010

EDUCATION

Master of Business Administration, International Business, MCA School of Business & Postgraduate (Cum Laude)
Diploma, Expertise In Coaching And NLP, MCA School of Business & Postgraduate (Cum Laude)
Bachelor of Arts, Communication, Michigan State University, East Lansing, MI
Certification, International and Cross-Cultural Negotiations - ESSEC Business School