

Presents

Elisabeth L. Marchant

Founder and CEO, *Womenetics*



Wednesday, January 29, 4:30 pm

LeCraw Auditorium, Scheller College of Business

<http://ile.gatech.edu/impact>

A lifelong entrepreneur, Elisabeth Marchant has been consistently recognized for her visionary leadership and business acumen. Early in her career as president and CEO of her family's manufacturing business, she opened significant new markets and expanded the company's reach into new regions and product lines. Marchant then entered the publishing and media world, launching her first endeavour with b3 Magazine, a national technology publication targeted at C-level executives - a success which led to the production of 15 annual executive conferences throughout the United States. With growing recognition in the industry, Marchant became publisher of Business to Business magazine at The Leader Publishing Group where she founded Atlanta Woman magazine. She was later named president and CEO and was responsible for four titles, 12 custom publications and 45 annual events. In 2005, she joined Multicast Media Networks, an international leader specializing in broadband media where she served as executive director for the corporate and nonprofits division of the company.

Marchant launched *Womenetics* in 2009 as an outgrowth of her lifelong passion to see women advance in the workplace, a passion built on an education that fostered independent-thinking women. She is a graduate of Converse College with additional academic work in the U.S. and abroad at the university systems of Paris at The Sorbonne, Montreal at McGill University, and New York City at The Parsons School of Environmental Design.

Marchant has been recognized by her peers through numerous community honors, including the YWCA's Academy of Women Achievers and the Atlanta Business Chronicle's Top 10 Women in Business. A member of the 2004 class of Leadership Atlanta, she is deeply involved in her community, having served on boards for the Atlanta Community Food Bank, the Henry W. Grady Hospital Foundation and the board of governors of The Buckhead Club.

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