

## Michelle Adams President & CEO



Michelle brings over 23 years of experience in marketing and growing entrepreneurial organizations. She specializes in areas involving market research, innovation strategy, digital marketing and ROI analytics. As Founder and President of PRISM Marketing, Michelle has dedicated her professional life to developing savvy marketing that affects the way companies view themselves and their products. She has a deep understanding of their business, target customers and an underlying focus on a company's ultimate success—not just great marketing. Michelle is also a powerful connector and leverages her relationships and community knowledge to benefit her clients.

Since its establishment in 1995, PRISM has grown to become one of Central Ohio's 15 largest agencies and works with Fortune 50 brands. In 2011, PRISM opened an office in Cincinnati to accommodate a growing client base in southwest Ohio and the Tri-State area.

Michelle and PRISM are grateful recipients of many commendations, including the Inc. 500/5000 list of America's fastest-growing private companies; SBA Small Business of the Year for Ohio (runner-up); Columbus Chamber of Commerce Small Business of the Year; Ernst & Young Entrepreneur of the Year Finalist; Smart Leader Award; NAWBO Visionary Award Finalist; and Business First 40 Under 40 Award. Additionally, PRISM has been honored multiple times with the Corporate Caring Award and 50 Fastest Growing Companies designation. Michelle is also a Board Member of Capital University, COSI, Healthy New Albany and Junior Achievement of Central Ohio.

Michelle holds a BA in Business from Capital University.