

# **Moira Vetter**

**Founder & CEO at Modo Modo Agency**

Atlanta, GA, US

Founder & CEO of Modo Modo Agency; Forbes Contributor, Expert on B2B Serial Entrepreneurs, Go-To-Market Strategy & Increasing Brand Value

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## **Biography**

Moira Vetter is the Founder and CEO of Modo Modo Agency, a Forbes contributor and the author of *AdVenture, An Outsider's Inside View of Getting an Entrepreneur to Market*. Modo Modo Agency is an award-winning, strategic marketing firm with B2B, B2C, technology and health care expertise. The firm has won over 210 awards in its first ten years including being named to the 2017 Inc. 5000. Moira is a 2015 Enterprising Women Entrepreneur, the 2014 AMA Atlanta Agency Marketer of the Year and a 2015 Atlanta Business Chronicle Women Who Mean Business. She was a featured Entrepreneur in the 30th Annual Consortium for Entrepreneurship Education and has spent 27 years helping over 200 businesses launch, grow, diversify or divest. An Executive Advisory Board member and Past President of the Atlanta Chapter of the American Marketing Association, past BMA Atlanta President, Atlanta Chamber of Commerce Member, Zoo Atlanta Leadership Council, member of Oxford Center for Entrepreneurs and a member of the Leadership Atlanta Class of 2013. She has appeared on CNBC, CBS Atlanta, Fox Atlanta/Fox News and more.

Prior to founding Modo Modo Agency in 2007, Moira was president of two other Atlanta Agencies and in senior leadership of a fourth. Her experience over the last 29 years includes client-side positions in technology and healthcare and nearly every position on an agency org chart.

Moira attended Agnes Scott College, Georgia State University and the University of Phoenix Online achieving her Bachelor of Business Management. Moira has conducted continuing education courses in direct marketing for BMA's Certified Business Communicator Accreditation program and has been a Mentor for the American Marketing Association. She has judged multiple national marketing competitions and CMO of the Year Awards. She has received awards from the IABC, PRSA, BMA, AMA, DMA, Summit Marketing Effectiveness Awards, Summit Creative Awards, Communicator Awards, Davey Awards, MarCom Awards, W3 Awards, Hermes Creative Awards, American Web Design Awards, WebAwards, Webbys, Creativity Print & Packaging Competition, Graphic Design USA, Show South and more.

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## **Availability**

Keynote, Moderator, Panelist, Author Appearance, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Direct Marketing, Public Relations and Communications, VC and Private Equity, Women, Corporate Leadership, Management Consulting, Design, Professional Training and Coaching

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## **Areas of Expertise**

Marketing for PE Portfolios, Accelerating Time to Market, Brand Valuation Creation, Entrepreneur Go-To-Market Planning, Managing Through Being Acquired, Becoming A New Brand, Brand Management & Marketing, sales marketing product management and channel strategies

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## **Affiliations**

The Founder Institute , 2015 Executive Advisory Board of the American Marketing Association , Leadership Atlanta, American Marketing Association, 2015 Board Chair for Sugga's Industries International , Business Marketing Association, 2013 Leadership Atlanta Graduate, Technology Association of Georgia, 2015 Ideas for Good Advisor, Association of Corporate Growth, 2014-2015 Founder Institute Mentor, 2015 BMA Atlanta President, Oxford Center for Entrepreneurs, 2014 Georgia Department of Education Marketing Cluster, 2016 Zoo Atlanta Leadership Council, 2016 Founding Member League of Change

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## **Sample Talks**

### **Getting to market in 60 days**

How to name, articulate, package and launch a growth company in 60 days.

### **Marketing for PE Portfolio Companies**

Marketing is often seen as a dirty word and a waste of money. Particularly for money people. It can be a smart and strategic investment that pays off with customer retention, employee alignment and--the best part--rapid valuation increases. See how marketing can be an asset on your next asset purchase or sale.

### **Becoming a New Brand**

When you've been a brand--with standards and a culture--and something suddenly shifts your universe, it can be hard to become a new brand. You have to know what's changed, why you're changing, who you need to be, and how able your people are to live and breathe the new brand. It doesn't have to take forever, it doesn't have to cost a fortune, but it DOES take clarity, discipline and buy-in.

### **Planting Your Flag in a Chaotic Industry**

Many companies are currently experiencing either lightning speed changes or glacial progress. The chaos of the "stop and start" or "try to restart and stop" is deflating efforts, egos, budgets and preventing progress. Break out of these cycles by confirming your position, agreeing to a plan of action and aggressively pursuing your customers and prospects whether the wind is at your back or in your face.

### **The Relativity of Risk**

A discussion of how risk is inherent but also learned. Determining how to assess risk at your current phase of life/career and ensure you are doing all you can to elevate and advance yourself in the ways you want. Take the right risks for you--don't make moves based on someone else's idea of risk and what is appropriate.

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## **Event Appearances**

### **What's Working in Small Business Marketing for 2013**

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**Nurture vs. Nature - The Rules of Real Relationship Building for Prospects & Customers**  
Webinar: Building Prospect & Customer Relationships

**OMG: Can U Succeed With a Social Networking Vocabulary?!**  
Women In Technology - Passionate Advocates for your Success

**Executive Decisions Interview with Moira Vetter**  
Executive Decisions Interview with Moira Vetter

**Transformational Women Spotlights Moira Vetter**  
Transformational Women Radio: Moira Vetter

**Women Presidents Organization Talk Business**  
Entrepreneurship, Research Insights & Women's Financial Power

**Dispelling Entrepreneurial Myths**  
Oxford Center featured Entrepreneurs

**Entrepreneurship Panel - Growth Secrets**  
OPEN Atlanta Conference

**5 Things Small & Minority Businesses Need To Know About Marketing**  
Coke Supplier Diversity Council

**The Relativity of Risk**  
Executive Women of Goizueta

**Build Your Brand - Startup Education**  
Founder Insitute

**Your Baby Is Ugly But I Love His Name - How to name a startup**  
Founder Insitute

**Marketing & Leadership For Technical Majors**  
Impact Speaker Series

**How Remarkable Women Lead**  
Ismaili Women's Network

**Integrated Marketing Best Practices**  
Neenah Paper

**What's So Different About B2B Marketing**  
PowerUp Conference

## **Doing It All - Women in Business**

Turknett Leadership Group

## **A Panel of Women Entrepreneurs**

Womens Leadership Exchange

## **Reach In, Reach Up, Reach Out**

North Fulton Chamber of Commerce - Keynote

## **The Relativity of Risk**

Small Business Matters Conference 2016

## **The Relativity of Risk**

Impact Speaker Series

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## **Education**

**University of Phoenix**

BBA Management

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## **Accomplishments**

### **President AMA Atlanta**

Served as President of the 4th largest Chapter of the American Marketing Association

### **Executive Advisory Board American Marketing Association**

Serve on the advisory board for the group. Multi-year commitment since 2010.

### **Second Fastest Growing Women Owned Business in Atlanta**

Ranked by the Atlanta Business Chronicle

### **Over 125 Awards received in first 5 years of business**

Awards from every category of branding, marketing and lead generation from a broad range of performance based to artistically focused organizations. Full listing here: <http://www.modomodoagency.com/modo-modo-awards.html>

### **AMA Agency Marketer of the Year**

2014 Marketer of the Year (Agency) for the Atlanta chapter of the American Marketing Association.

### **Fast-Growth Entrepreneur Finalist, Oxford Center**

2014 Fast growth Entrepreneur finalist

### **Turknett Leadership Character Award Finalist**

2014 Finalist for Small to Medium Sized Business CEO 2014 Leadership Character Award

### **Atlanta Business Chronicle “Women Who Mean Business” Honoree**

2014 honoree for Women Who Mean Business Awards

### **TAG Marketing Entrepreneur Finalist**

2014 Finalist for TAG Marketing Entrepreneur Award

### **Enterprising Women Entrepreneur Winner**

2015 Enterprising Women Entrepreneur award winner

### **2017 Inc. 5000**

Modo Modo Agency was ranked 4,060 in the 2017 Inc. 5000 with 50% growth.

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## **Testimonials**

### **Elizabeth Levy Ward**

Moderator--In my 30 years of being in marketing, I have hired and observed dozens of moderators--really good moderators are very rare. The real artists know how to create a flow from one topic area to the next, spark lively exchanges among panelists and use just the right amount of airtime in just the right way. Moira is one of these rare artists. In the panels I've seen her moderate, she matches the intellectual caliber of even the most senior-level panelists and so can stay in front of any conversation and seamlessly guide it to tee up the next question or topic. She has a strong presence without ever competing with the panelists. It's a pleasure to watch her in action and I recommend her to anyone.

### **Elizabeth Levy Ward**

Facilitator--Moira is a gifted facilitator who contributes to both the process and the content of a meeting or brainstorming session. She can simultaneously guide the discussion toward its end goals, capture and articulate the key ideas, and contribute to the thinking and quality of output. Recently Moira facilitated a group of 10 top marketing executives through a 90-minute brainstorming session for a thought leadership White Paper. She guided the group seamlessly from topic to topic, improvising the order to maintain discussion flow, and making sure that everyone had opportunities to contribute. Moira was immensely helpful in both designing the process and also helping to identify key conclusions from the session. Hire her for clarity.

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