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Kelley Skoloda is a recognized authority on marketing to women and moms and is director of Ketchum's Global Brand Marketing Practice. Her book, *Too Busy to Shop: Marketing to Multi-Minding Women*, (Praeger, March 2009) was named a "must read" by *Publishers Weekly* and is in its second printing. Skoloda is a popular speaker and has presented at national and international venues, including the PRSA International Convention, M2W, M2Moms and dozens of client in-house sessions.

Skoloda and her work have been featured in Time.com, *Adweek*, *Brandweek*, CNBC.com, TomPeters.com, *BusinessWeek.com*, *Forbes.com*, *PRWeek* and many others. She was selected to sit on the BlogHer Advisory Board and was named to co-host the 2014 M2W Conference in May. She has counseled dozens of companies and blue-chip brands, including ConAgra Foods, Clorox, GNC, Hershey's, Kellogg's, Kimberly-Clark, Mattel, Rite Aid Corporation, TOMS and Whirlpool.

Kelley is a mom to two great kids, Jake and Ellie.

