

# MICHELLE PETTIES

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## EXECUTIVE BIOGRAPHY

Michelle Petties is a TEDx speaker, author, Food Story coach, and host of Get the Back Story Live, which airs monthly on the SORC® TV-Radio Network. Her memoir, Leaving Large – The Stories of a Food Addict, a category winner in The 2022 Memoir Prize for Books, features the award-winning essay, The Cake is in the Mail. Her memoir illustrates how events, experiences, and memories inform our beliefs, attitudes, and habits around food, eating, and hunger. After gaining and losing over 700 pounds, Michelle developed a Prescriptive Writing Process for making peace with her mind, body, and food. Michelle now conducts healing-through-reading-writing-and-storytelling workshops to teach others how to find their food and personal truths. She speaks to organizations, large and small, sharing her unique insight and her story of hope, healing, triumph, and transformation.

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## PROFESSIONAL EXPERIENCE

**BRAND NEW NOW PRESS – ANNAPOLIS, MD**  
**TEDX SPEAKER, WORKSHOP LEADER, AUTHOR, CEO**

**2021 - PRESENT**

Rooted in education and service, Brand New Now Press dba I Am Brand New Now designs workshops and other products that teach people how to unpack the too often ignored and misunderstood connections between performance, productivity and cognition and food, eating, and hunger so they can perform at higher levels. This messaging around wellness, wholeness, and health resonates. Key workshops and presentations include National Institutes of Health: Grand Rounds, the World Obesity Congress, the National Parks Service, Morgan State University, Howard University, Dallas Public Library, Fulton County Public Library System, Baltimore City's Enoch Pratt Free, Arlington Public Library, and Richmond Public Library.

**YOUR PUBLIC RADIO – WYPR AND WTMD – BALTIMORE, MD**  
**STRATEGIC PARTNERSHIPS, ALLIANCES, AND SPONSORSHIPS**

**2021 - 2023**

Challenge and deepen relationships with assigned underwriters, clients, and sponsors. Uncover and develop new opportunities for alignment, growth, and increased revenue for the station and clients. Tap into under-utilized platforms and digital products to consistently exceed revenue goals and business development targets. Key accounts include Lifebridge Health, Baltimore Speaker Series, Kennedy Krieger, Maryland Lottery, University of Maryland, Live Nation, ACME Paper, Zuckerman Spaeder, NJM Insurance, United Way, Chesapeake Conservancy, Lexington Market, National Institute on Drug Abuse, Enoch Pratt Free Library, Central Baltimore Partnership, and Towson University Center for the Arts.

**MARYLAND PUBLIC TELEVISION – OWINGS MILLS, MD**  
**SENIOR ACCOUNT EXECUTIVE**

**2017 - 2021**

Research, identify, and engage businesses, organizations, and agencies as potential underwriting clients for MPT. Plan, implement, and evaluate assigned corporate support activities while identifying new opportunities for corporate and event sponsorships. Develop prospect lists of potential underwriters, sponsors, advertisers, and business partners; conduct discovery and needs analyses; manage relationships with many underwriters that support MPT programs, events, and projects.

**MORGAN STATE UNIVERSITY, PUBLIC RADIO WEAA - BALTIMORE, MD**  
**DIRECTOR OF CORPORATE UNDERWRITING**

**2010 - 2017**

Drive the growth of total underwriting revenue, including the number of new accounts on the air, average order amount, agency business, the number of annual agreements, and the total number of accounts on the air. Prospect, research, and prepare customized proposals, packages, and presentations for agencies and direct underwriters. Develop and oversee on-air underwriting and promotional announcements in accordance with FCC guidelines. Reconcile monthly account collections and receivables. Lead and train underwriting associates, work-study students, interns, and volunteers.

- Developed a five-year strategic plan to double the station's underwriting revenue.
- Enhanced awareness through outreach to foundations, university stakeholders, and non-profit partners.

- Created alliances in the business community, i.e. the Baltimore City Chamber of Commerce.
- Accomplished partnership and sponsorship professional, overseeing station participation in high-profile, branded, Baltimore community engagement events, including Artscape, LatinoFest, Collective Minds House Music Festival in Druid Hill Park, Jazz on the Waterfront, Cylburn Sounds at the Arboretum, Baltimore Book Festival, Maryland Traditions Folklife Festival and First Fridays in the Garden at Druid Hill Park.
- Initiated relationships with government and arts organizations.
- In partnership with the City of Baltimore's Office of Promotion and the Arts and Baltimore City Department of Recreation and Parks, transformed WEAA-FM's 88 Days of Summer into a branding tool that has up-leveled the station's community profile during key summer months between Memorial Day and Labor Day.

**PENN, GOOD & ASSOCIATES, LLC, WASHINGTON, DC**  
**MEDIA CONSULTANT**

**2011 - 2013**

Oversaw radio and television media buys and promotions for U.S. Army's multi-million-dollar African American Outreach campaign in twelve national markets. Managed the schedule for the U. S. Army account, including communication and coordination between Carol H. Williams Advertising and all media partners.

- Demonstrated experience working with large and small radio stations, national networks, and independent outlets, as well as a variety of genres—from country to urban to jazz and news/talk.

**CAMPBELL & COMPANY, ALEXANDRIA, VA**  
**VICE-PRESIDENT, MEDIA, AND BUSINESS DEVELOPMENT**

**2008 - 2010**

Managed the agency's media buying, media relations, community, and partnership outreach for the U.S. Department of Housing and Urban Development, Office of Healthy Homes and Lead Hazard Control, National Telecommunications and Information Administration, Centers for Disease Control, and District of Columbia Public Schools.

- Awarded \$3MM+ in government contracts because of new business development strategies.
- Led media and outreach for Medicare's Open Enrollment and Low-Income Subsidy national advertising awareness and education campaigns for African American seniors.
- Two decades of demonstrated regional and national media buying experience coupled with local Washington, DC market expertise, knowledge, and relationships.
- Proven experience negotiating and securing the best rates and flights with added value and bonuses for DC-based clients.

**RADIO ONE, LANHAM, MD**  
**ACCOUNT MANAGER/LOCAL SALES MANAGER**

**1999 - 2005**

Developed and managed a \$2.5MM account list. Established and maintained value-added benefits in a highly competitive urban radio arena.

- Exceeded a \$9MM local budget.
- Hired, trained, and developed a 10-member sales force.
- Key accounts included: Macy's, SunTrust Bank, The Kennedy Center, Chevy Chase Bank, Air Tran, DSW, Verizon, WJLA, Giant Food, Kohl's, BMW, Ritz Camera, and Lowe's.
- Instrumental in creating successful partnership tie-ins for mega Radio One events like the District's Lifestyle and People's Expo, Tom Joyner Morning Show Sky Show, Gospelfest, and the National Council of Negro Women's Black Family Reunion.

## **EDUCATION & TRAINING**

BA – Communications, University of Texas at Arlington, Arlington, TX

## **AREAS OF EXPERTISE**

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|--------------------------|--------------------------------|---------------------------|
| ▪ Strategic Partnerships | ▪ Relationship Development     | ▪ Proposal Development    |
| ▪ Project Management     | ▪ Non-Profit Organizations     | ▪ Public Radio Promotions |
| ▪ Process Improvements   | ▪ Sponsorship Services & Sales | ▪ Messaging & Positioning |

