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**Your connection to the global marketplace**

**Michelle Imbro**

**Founder & CEO**

Michelle A. Imbro is the founder and CEO of World Marketing Partners. She brings over 20 years of experience leading teams and growing businesses globally. Considered a game changer in the world of business and marketing, Michelle worked for the top shopper marketing agencies in New York and Chicago, where she continuously exceeded company targets and goals. Her talents were instrumental in growing Fortune 500 businesses – PepsiCo, Tyson Foods, and Wendy’s – into multimillion-dollar clients for these premier agencies, TracyLocke, IN Marketing Group, and Saatchi & Saatchi X, respectively.

Creative, perceptive, and dynamic, Michelle excels at identifying unique opportunities to build and scale businesses. From assessing feasibility and designing high-level marketing strategies to sourcing talent and building robust teams, she is recognized for both her business and leadership acumen.

Her experience includes shopper marketing, retail shop design, global product innovation and marketing, brand and customer analysis, packaging, promotion and merchandising solutions, importing, and product launches.

Michelle understands first-hand what it means to be an entrepreneur and the unique challenges that go with it. She founded her own company in 2009, International Food Pantry, LLC to import high-end Greek food spreads into the U.S., where she learned to navigate the complexities of sourcing, packaging, and customs.

In addition to her passion for marketing, she serves as a globally Certified Professional Co-Active Coach (CPCC) and Associated Certified Coach (ACC) through the International Coaching Federation with emphasis in business development, leadership coaching, management advisory, cultural coaching, career and life transitions, promotions, and salary negotiations.

Michelle holds an MBA in marketing from Sacred Heart University and a bachelor’s in human development and family relations from the University of Connecticut. She has also completed some post-graduate studies in social work.

Michelle currently splits her time between Chicago and Europe.

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