

## Shelley R. Roth

**President, Springboard Ventures, Inc.**  
**Social Media Consultant ▶ Speaker ▶ Trainer**  
**Constant Contact Solution Provider**  
**Published Author**  
**Transgender Advocate**

Shelley Roth is an entrepreneur, social media trainer, speaker, consultant and author helping individuals, organizations and teams improve marketing effectiveness, sales results and growth. Springboard's methodologies and services are based on over 25 years of successful business development, sales and educational leadership working with individuals, small businesses and Fortune 500 corporations. Shelley's ability to inspire and empower students, partners, affiliates and clients is recognized by all those that she works with.

With Shelley's 4<sup>th</sup> published book, "Don't Call Me Ma'am," Shelley shares the story of growing up as a transgender person with organizations and business leaders who are seeking more knowledge, compassion and understanding of gender diversity.

### Classes, Keynotes and Panel Speaking Topics include:

- ✚ I'm on LinkedIn, Now What?
- ✚ LinkedIn Business Strategies
- ✚ Facebook for Business
- ✚ Social Media 101
- ✚ Grow Your Business with Email and Social Media
- ✚ The Power of Email Marketing
- ✚ Give to Grow – 9 Practices for Conscious Business and Social Media
- ✚ Don't Call Me Ma'am – A Transgender Story of a World Without Labels
- ✚ Gender 101- Shedding Light on Gender Identity
- ✚ Why Gender Neutral Pronouns are Good for the Bottom Line



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### Speaking engagements:

International Coaching Federation - Houston  
 Gulf Coast Chapter of Credit Unions  
 Spark and Hustle Event  
 Texas City Chamber of Commerce  
 League City Chamber of Commerce  
 JSC Credit Union  
 Houston Procurement Breakfast  
 Pakistan Chamber of Commerce  
 Asian Chamber of Commerce  
 TechStreet Houston  
 WOAMTEC - Various Chapters  
 Houston Urban League  
 Houston Community College  
 Houston METRO  
 SCORE Houston  
 Houston Citizenship Week  
 Houston Galveston Area Council  
 Burnett Staffing  
 Houston City Personnel  
 Park City Club  
 Lake Houston Chamber of Commerce  
 Fort Bend Chamber of Commerce  
 West Chase District  
 Port of Houston  
 Oracle  
 ISES - International Special Events Society  
 CMA – Country Club Managers of America  
 Briar Forest Country Club  
 NAMC – National Association of  
 Minority Contractors  
 Midtown Business Network  
 NKAB – National Kitchen and Bath Association  
 Merrill Lynch