

Melissa Fudor

Marketing Manager at inSparq

New York, NY, US

Glass ceiling? HA! inSparq's Marketing Manager develops ecommerce strategies while empowering female tech entrepreneurs at Women in Wireless

Melissa Fudor is the Marketing Manager for inSparq, and the Program Manager for the Women in Wireless team in New York City. After a year teaching English in Prague, Melissa assisted with the 9Health Fair as an Event Coordinator in Colorado, and also worked with the Communications team at the Greenbelt Foundation in Toronto. She holds a BA in History from York University in Toronto.

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Social Media, Public Relations and Communications, Wireless, Women, Direct Marketing, Advertising/Marketing

Marketing and Pr for Startups, Emarketing & Ecommerce, Brand Identity & Management, Brand Positioning and Content Management, Online and Direct Marketing, Public Relations, Product Marketing Strategies

When Babies Become Taboo (Work/Life Balance)

It isn't easy to break the news of a pregnancy to an employer; the topic is hush-hush from the beginning of the interview process to full-time employment. Timing is everything. Being an entrepreneur and starting a family when your company is still in its growing stage might not be the best balancing act. Neither is becoming pregnant before you've made your mark on the industry. Join me in this interactive presentation where I discuss how becoming a successful entrepreneur and Mom is possible.

What Do Women Really Need to Succeed?

At networking events, whenever I introduce myself to men, I brace myself for the usual joke, "well I'm not a women in wireless, but I am a male in mobile!" Why do women need a group like Women in Wireless and men don't? What women really need is someone to give a little nudge, some reassurance, or even a smack of reality that they can climb the corporate ladder as fast as men do. Female entrepreneurship mentoring programs help to connect and empower emerging female leaders.

York University

B.A. History

Marketing Manager ? inSparq

inSparq is a tech startup that is re-inventing how products are sold online. inSparq offers an ecommerce-optimized sharing widget that helps shoppers spread the word through Email, SMS, Facebook and Twitter. Behind the sharing widget are powerful analytics designed for retailers to understand the effectiveness of social channels and identify influencers. The inSparq Social Discovery Suite is designed to help retailers leverage on-site social tools to engage their customers and grow sales.

Program Manager ? Women in Wireless

Women in Wireless (WiW) is a non-profit organization that promotes, develops and empowers female leaders in mobile and digital media. The organization seeks to increase the number of women in executive and C-level positions at start-up companies and established companies. WiW offers many programs and services for its members such as leadership training, mentoring services, speaking opportunities and networking events with prominent and inspirational women in the industry.

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