

# **Moira Vetter**

**Founder & CEO at Modo Modo Agency**

Atlanta, GA, US

Founder & CEO of Modo Modo Agency; Inc. 5000 founder; former Forbes Contributor; B2B Branding & Value Creation for Fortune500 & Mid-Market

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## **Biography**

Moira Vetter is the Founder and CEO of Modo Modo Agency, a four-time Inc. 5000 company & 2023 Inc. Power Partner Award winner. The company is a 2023 U.S. Chamber of Commerce Top 70 Small Business and the 2023 Cobb County Women-owned business of the year. She contributes to Inc. Magazine, is a former Forbes contributor and the author of AdVenture, An Outsider's Inside View of Getting an Entrepreneur to Market. Modo Modo Agency is a creative & media agency with extensive B2B and business to employee experience in technology, healthcare, manufacturing, supply chain and other complex industries. The firm has won over 331 awards in every category of marketing. Moira is the 2022 NAWBO Women Business Owner of the Year, a 2021 Forbes Next 1000, a two-time Enterprising Women Entrepreneur of the Year, a TIE Atlanta Entrepreneur of the Year, an Atlanta Business Chronicle Women Who Mean Business, and an AMA Atlanta Agency Marketer of the Year. She was a featured Entrepreneur in the 30th Annual Consortium for Entrepreneurship Education and has helped over 300 businesses successfully launch, grow, diversify and/or exit. She is an Executive Advisory Board member and Past President of the America Marketing Association, Member of Kennesaw State University Marketing Board, Board Member of non-profit 48in48, and a former board member of organizations including American Heart Association Go Red for Women, Zoo Atlanta Leadership Council, Oxford Center for Entrepreneurs and a member of the Leadership Atlanta Class of 2013. She has appeared on CNBC, CBS Atlanta, Fox Atlanta/Fox News, 11Alive Atlanta, and more. Prior to founding Modo Modo Agency in 2007, Moira was president of two other Atlanta Agencies and in senior leadership of a fourth. Her experience over the last 30 years includes client-side positions in technology and healthcare and nearly every position on an agency org chart. She attended Agnes Scott College, Georgia State University and the University of Phoenix achieving her Bachelor of Business Management. Moira has conducted continuing education courses for BMA's Certified Business Communicator Accreditation program, KSU's Collegiate Marketing Association, GSU's WomenLead and is a mentor for GSU, KSU and AMA.

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## **Availability**

Keynote, Moderator, Panelist, Author Appearance, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Public Relations and Communications, Corporate Leadership, VC and Private Equity, Management Consulting, Media - Online, Design, Writing and Editing, Direct Marketing, Professional Training and Coaching, Women

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## **Areas of Expertise**

Recruitment Marketing, Value Creation Marketing, Marketing for PE Portfolios, Accelerating Time to Market, Brand Valuation Creation, Entrepreneur Go-To-Market Planning, Managing Through Being Acquired, Becoming A New Brand, Brand Management & Marketing, sales marketing product management and channel strategies, Employee Branding, Family Business Strategies

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## **Affiliations**

The Founder Institute , 2015 Executive Advisory Board of the American Marketing Association , Leadership Atlanta, American Marketing Association, Business Marketing Association, 2013 Leadership Atlanta Graduate, Technology Association of Georgia, 2015 Ideas for Good Advisor, Association of Corporate Growth, 2014-2015 Founder Institute Mentor, 2015 BMA Atlanta President, Oxford Center for Entrepreneurs, 2014 Georgia Department of Education Marketing Cluster, 2016 Zoo Atlanta Leadership Council, 2016 Founding Member League of Change, 2017 - Present 48in48 Board of Directors, GoRedForWomen Executive Board, AMA Atlanta Mentor, Georgia State University WomenLead Mentor

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## **Sample Talks**

### **Getting to market in 60 days**

How to name, articulate, package and launch a growth company in 60 days.

### **Marketing for PE Portfolio Companies**

Marketing is often seen as a dirty word and a waste of money. Particularly for money people. It can be a smart and strategic investment that pays off with customer retention, employee alignment and--the best part--rapid valuation increases. See how marketing can be an asset on your next asset purchase or sale.

### **Becoming a New Brand**

When you've been a brand--with standards and a culture--and something suddenly shifts your universe, it can be hard to become a new brand. You have to know what's changed, why you're changing, who you need to be, and how able your people are to live and breathe the new brand. It doesn't have to take forever, it doesn't have to cost a fortune, but it DOES take clarity, discipline and buy-in.

### **Planting Your Flag in a Chaotic Industry**

Many companies are currently experiencing either lightning speed changes or glacial progress. The chaos of the "stop and start" or "try to restart and stop" is deflating efforts, egos, budgets and preventing progress. Break out of these cycles by confirming your position, agreeing to a plan of action and aggressively pursuing your customers and prospects whether the wind is at your back or in your face.

### **The Relativity of Risk**

A discussion of how risk is inherent but also learned. Determining how to assess risk at your current phase of life/career and ensure you are doing all you can to elevate and advance yourself in the ways you want. Take the right risks for you--don't make moves based on someone else's idea of risk and what is appropriate.

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## **Event Appearances**

**Full Funnel Marketing & Why You Need It**  
Marketing Monday

**The Relativity of Risk**  
Kennesaw Marketing Association - Collegiate

**Strategic Marketing & The Agency Ecosystem**  
KSU Graduate Education

**Business 2 Business Marketing**  
Georgia Marketing Summit ICS

**The Relativity of Risk**  
We Work Atlanta Speaker Series

**The Second Greatest Story Ever Told**  
Brand Storytelling - Chick-fil-A Facilities & Equipment

**Women's Business Leader Panel**  
Go Red For Women - High School STEAM

**The Art & Business of a Creative Arts Career, Break-Out Session**  
Go Red For Women - High School STEAM

**The Great Untold Story of the Entrepreneur**  
PRSA Orlando

**Brand Storytelling 2020 - White Paper Panel**  
Brand Storytelling

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AMA Atlanta

**Measuring, Proving & Improving Marketing's Contribution to Revenue**  
BMA Atlanta

**Innovation & Entrepreneurship Marketing Panel**  
Metro Atlanta Chamber

**Being Strategic in a Month-to-month, Quarter-to-quarter World**  
Marketing Mob Talks

**How To Get Where You're Going**  
Westminster Class Speaker

**The Relativity of Risk**  
Impact Speaker Series

**The Relativity of Risk**  
Small Business Matters Conference 2016

**Reach In, Reach Up, Reach Out**  
North Fulton Chamber of Commerce - Keynote

**Building The Future**  
The Future of Business TV

**5 Things Small & Minority Businesses Need To Know About Marketing**  
Coke Supplier Diversity Council

**A Panel of Women Entrepreneurs**  
Womens Leadership Exchange

**Integrated Marketing Best Practices**  
Neeah Paper

**Doing It All - Women in Business**  
Turknett Leadership Group

**The Relativity of Risk**  
ProWIN

**What's So Different About B2B Marketing**  
PowerUp Conference

**The Relativity of Risk**  
Executive Women of Goizueta

**Marketing & Leadership For Technical Majors**  
Impact Speaker Series

**Build Your Brand - Startup Education**  
Founder Insitute

**Your Baby Is Ugly But I Love His Name - How to name a startup**  
Founder Insitute

## **Entrepreneurship Panel - Growth Secrets**

OPEN Atlanta Conference

## **Women Presidents Organization Talk Business**

Entrepreneurship, Research Insights & Women's Financial Power

## **Executive Decisions Interview with Moira Vetter**

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## **Dispelling Entrepreneurial Myths**

Oxford Center featured Entrepreneurs

## **What's Working in Small Business Marketing for 2013**

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## **How Remarkable Women Lead**

Ismaili Women's Network

## **Nurture vs. Nature - The Rules of Real Relationship Building for Prospects & Customers**

Webinar: Building Prospect & Customer Relationships

## **Transformational Women Spotlights Moira Vetter**

Transformational Women Radio: Moira Vetter

## **OMG: Can U Succeed With a Social Networking Vocabulary?!**

Women In Technology - Passionate Advocates for your Success

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## **Education**

### **University of Phoenix**

BBA Management

### **Cornell University**

Certificate of Entrepreneurship Entrepreneurship

### **Stanford University**

Certificate Introduction to M&A

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## **Accomplishments**

### **2023 AMA Atlanta Lifetime Achievement Award**

Acknowledged for her 30-year career in marketing.

### **2023 Leaders In Corporate Citizenship**

Acknowledged by the Atlanta Business Chronicle for giving back to the community personally through board service, through company and personal donations and mentoring.

### **2022 NAWBO National Women Business Owner of the Year**

The National Woman Business Owner of the Year Award recognizes and rewards one entrepreneur from all national chapters who excels at strategy, operations, finances, problem solving, overcoming adversity and giving back to her community.

### **2022 Inc. Magazine B2B Power Partner of the Year**

<https://www.inc.com/power-partner-awards>

### **2021 Forbes Next 1000**

Moira Vetter was selected as one of 1,000 entrepreneurs setting the stage for the future.

### **2020 Chief Marketer - Top 200 Marketing Firms**

Chief Marketer listing of Top 200 non-traditional marketing firms.

### **2019 Entrepreneur360**

Entrepreneur Magazine's 360 ranking of top firms.

### **2018 Stevie Award - Female Entrepreneur of the Year**

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### **2018 TiE Atlanta Entrepreneur of the Year**

<https://hers-magazine.com/atlantas-top-2018-entrepreneurs-announced/>

### **2017 - 2019 Inc. 5000**

Modo Modo Agency ranked on the 2017, 2018 and the 2019 Inc. 5000.

### **2015 & 2018 Enterprising Women Entrepreneur**

2015 Enterprising Women Entrepreneur Champion.

### **2014 TAG Marketing Entrepreneur Finalist**

2014 Finalist for TAG Marketing Entrepreneur Award

### **2014 Fast-Growth Entrepreneur Finalist, Oxford Center**

2014 Fast growth Entrepreneur finalist

### **2014 Atlanta Business Chronicle ?Women Who Mean Business? Honoree**

2014 honoree for Women Who Mean Business Awards

### **2014 AMA Agency Marketer of the Year**

2014 Marketer of the Year (Agency) for the Atlanta chapter of the American Marketing Association.

## **2014 Turknett Leadership Character Award Finalist**

2014 Finalist for Small to Medium Sized Business CEO 2014 Leadership Character Award

## **Executive Advisory Board American Marketing Association**

Serve on the advisory board for the group. Multi-year commitment since 2010.

## **President AMA Atlanta**

Served as President of the 4th largest Chapter of the American Marketing Association

## **Second Fastest Growing Women Owned Business in Atlanta**

Ranked by the Atlanta Business Chronicle

## **Over 305 Awards, one every 15 days**

Awards from every category of branding, marketing and lead generation from a broad range of performance based to artistically focused organizations. Full listing here:

<http://www.modomodoagency.com/modo-modo-awards.html>

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## **Testimonials**

### **Jeff Hilimire, Serial Entrepreneur & Profit/Non-Profit Leader**

Moira Vetter is one of my favorite public speakers. Whether she's talking about her craft (branding, marketing, and advertising), entrepreneurship, leadership, or anything in between, I always find the style of how she brings her experiences to life inspirational and uplifting.

### **Sima Parekh**

For 48in48's first Women's website build event, we gathered six diverse women leaders from Fortune 500 companies to share their career journeys with our women volunteers. We needed a strong, articulate moderator to lead the panel discussion and Moira Vetter graciously accepted the invitation. Her personality, energy and engagement skills were a perfect match for this accomplished group of professional women. Moira's ability to stay on schedule and manage the conversation was flawless. Simply put, she was brilliant and I look forward to having her join us at another event.

### **Brad Taylor**

If you're looking for a highly intelligent, yet down to earth speaker who has successfully "walked the walk" and can relate key entrepreneurial, business and brand-building, and personal motivation concepts to any audience, look no further than Moira Vetter. Moira is experienced, interesting, engaging, and entertaining!

### **Elizabeth Levy Ward**

Moderator--In my 30 years of being in marketing, I have hired and observed dozens of moderators--really good moderators are very rare. The real artists know how to create a flow from one topic area to the next, spark lively exchanges among panelists and use just the right amount of airtime in just the right way. Moira is one of these rare artists. In the panels I've seen her moderate, she matches the intellectual caliber of even the most senior-level panelists and so can stay in front of any conversation and seamlessly guide it to tee up the next question or topic. She has a strong presence without ever competing with the panelists. It's a pleasure to watch her in action and I recommend her to anyone.

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