

Rochelle Webb, MBA

Clinical Assistant Professor of Entrepreneurship, College of Business Administration at Loyola Marymount University

Los Angeles, CA, US

Academic Director, MELM

Biography

You can contact Rochelle Webb at Rochelle.Webb@lmu.edu. Rochelle has specialized in global brand marketing across entertainment, retail and technology sectors. She has worked across brands such as Activision (Franchise: Call of Duty), Quiksilver (Brands: DC Shoes, Quiksilver, Roxy), Apple (Product: iPhone) and Visa. She is globally recognized for her record-breaking brand and product launches where she won media plan of the year and a Grand Effie for Call of Duty's Black Ops 2 and MW3 product launches. She left corporate America to run her own marketing and business strategy consultancy, The Dialectic Compound, aiding start-ups with their growth strategy and execution. Six months ago, Rochelle launched a new venture, Optimist Made. It is the new world way of shopping around the world, without actually going there yourself. It makes the inaccessible, accessible. It gives developing fashion designers a destination where they can have a voice to be discovered. When product is sold, Optimist Made then gives back to productive charities around the world. Rochelle is a Board Member for the Compton Community College and Ad Relief. She has advised start-ups, such as, Neat Capital, Blue Fever and the Make in LA Accelerator. She completed her undergraduate studies at Boston College in Chestnut Hill, MA and graduated with her MBA from UC Berkeley, Haas School of Business in Berkeley, CA.

Industry Expertise

Advertising/Marketing

Areas of Expertise

Entrepreneurship, Marketing & Branding

Event Appearances

You Can't Be What You Can't See, Closing Keynote Speaker
Impacts Association's Corporate Research Conference

Education

University of California, Berkeley
MBA

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