

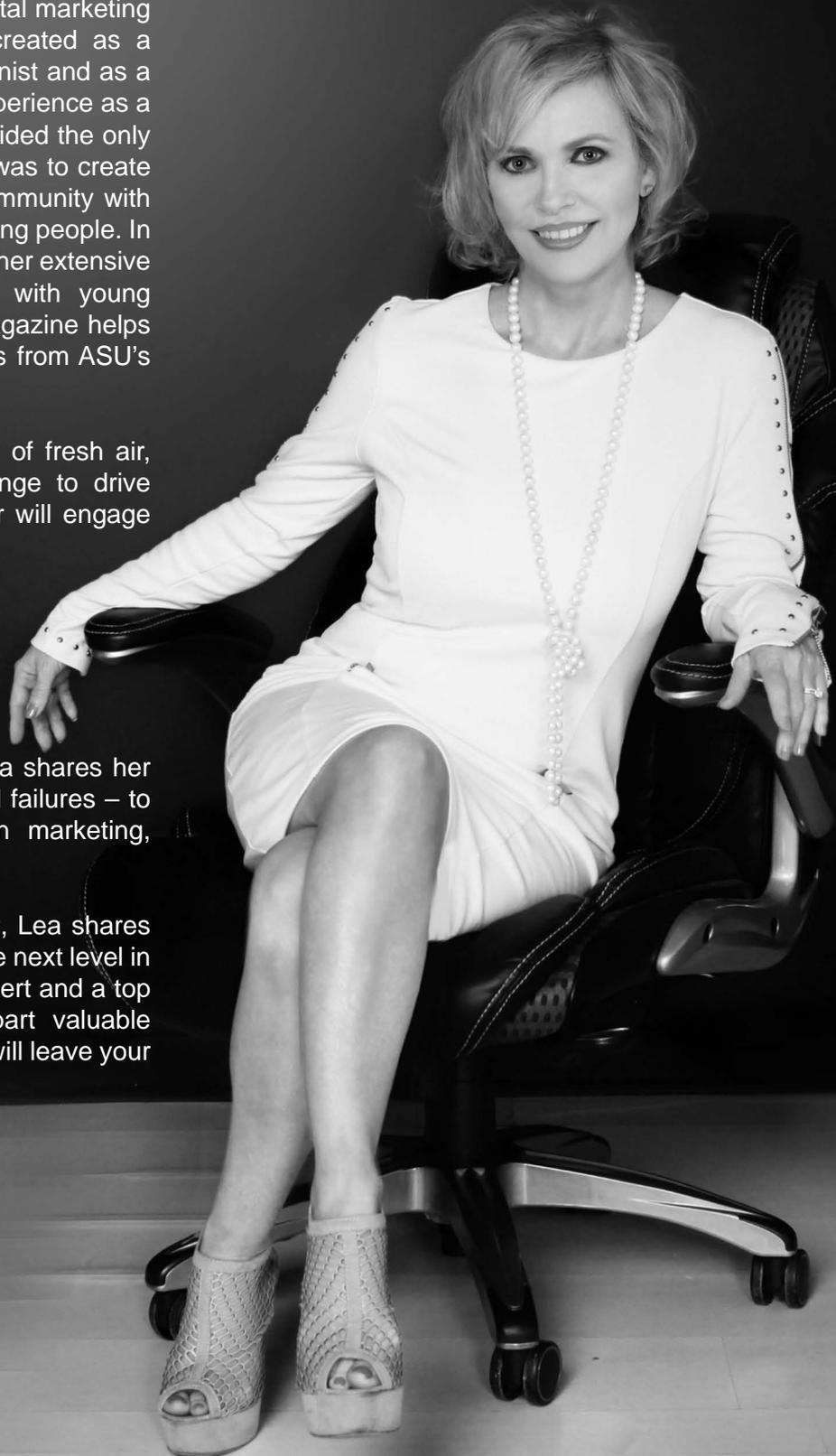
# Lea Woodford

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Lea Woodford is the Chief Executive Officer and founder of the SmartFem Media Group, a full service digital marketing and advertising company. SmartFem was created as a result of her many years as a publicist, columnist and as a Radio & TV Personality. Lea has extensive experience as a business consultant and entrepreneur but decided the only way she could make a difference for women was to create her own magazine that bridges the online community with the local community. Her passion is in connecting people. In fact Lea is often called “the connector” due to her extensive network. Lea is passionate about working with young professionals and ensures that SmartFem magazine helps create opportunities for interns and graduates from ASU’s Walter Cronkite School.

When it comes to speaking, Lea is a breath of fresh air, focusing on leadership, innovation and change to drive business. Her inspirational stories and humor will engage audiences to start thinking bigger. Lea speaks from experience as she shares her stories on making her online magazine into a full service digital marketing and advertising company. She encourages her audience to think bigger and bolder about their own business. Lea motivates her audience in the same manner she motivates her team, “find your voice.” Lea shares her ups and downs as well as her successes and failures – to give your audience a fresh perspective on marketing, leadership, innovation and customer service.

An online marketing, and social media expert, Lea shares the latest trends to help companies move to the next level in the ever changing digital space. Lea is an expert and a top speaker. She walks her talk. She will impart valuable information in a fun and entertaining way and will leave your audience wanting more.



# SPEECH TOPICS

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**Lea Woodford** is a media personality, the founder/CEO of a digital advertising company and publisher of the award winning magazine SmartFem.com. Lea understands today's ever changing business world. She will inspire your audiences as she challenges them to start thinking differently about their business. Lea will share her successes as well as her strategies for companies to stay relevant and to grow.

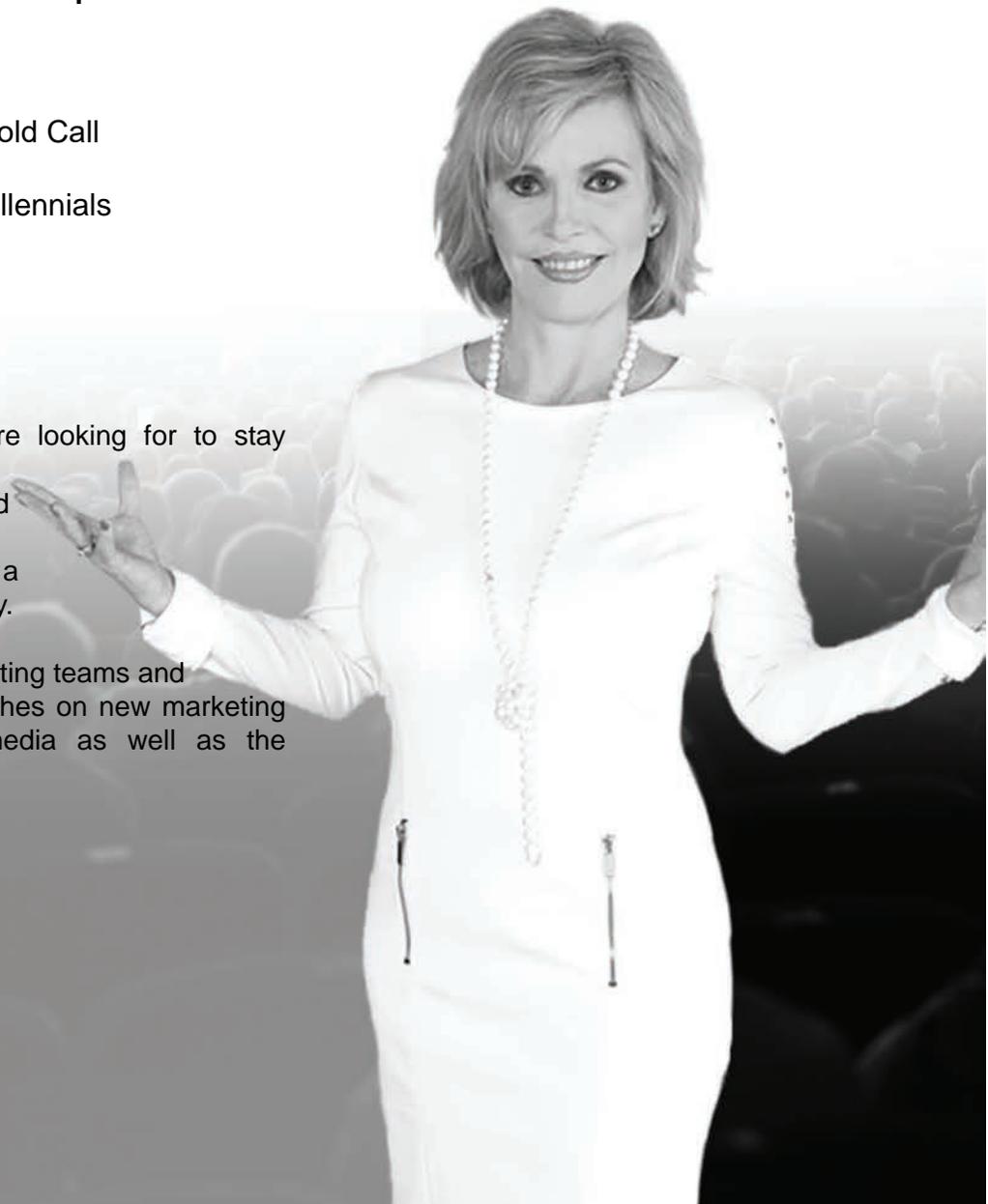
As an online marketing and advertising expert she will share her expertise on social media and mobile marketing. Mobile optimization and the mobile "Woman on the Go" market has been the priority for SmartFem magazine since the beginning. She is beloved by her clients as she is always learning new skills and remains progressive. Lea understands that the Status Quo will kill your business and she will motivate your audience to do what it takes to thrive in today's ever changing market place. She will leave your audience motivated, empowered and ready to hit the ground running.

## Lea Woodford's Expert Topics

- Lead Empower and Share
- Social Media is the New Cold Call
- How to Effectively Lead Millennials
- Change Innovate or Die

Lea understands what companies are looking for to stay relevant. She shares her experience and insights as a media personality and how she transformed her passion into an award winning magazine as well as a multi-media digital advertising company.

Lea will motivate your sales and marketing teams and share her fresh perspective. She touches on new marketing trends, personal branding, social media as well as the importance of change and innovation.



# MEDIA GALLERY

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Watch Lea in SmartFem TV and other broadcast TV

Read Lea's articles in her award winning magazine SmartFem.com

Watch Lea's interviews on SFTV

Book Lea for your next Event

Engage with Lea on Social Media

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)
- [Instagram](#)
- [Google+](#)



# TESTIMONIALS

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Hear what others are saying about Lea Woodford

“She is an incredibly interesting woman with a great gift to share with us. She inspired me to look beyond my obstacles, overcome my objections, and did so in her own genteel manner. Lea was a captivating speaker in her mindset and hindsight she shared about previous career and business endeavors. She epitomizes the essence of a 21st century woman leader. Thank you Lea and best wishes in all your future travels!”

Melissa Mccaughey - from the audience

“Lea is a tour de force not often encountered in her field of expertise.”

Cherylanne DeVita, CEO DeVita International

“Lea delivers above and beyond all expectations!”

Deborah Bateman, Vice President National Bank of Arizona

“Lea is a qualified expert who gets results! She is an innovator and always brings her “A” Game!”

Brent Adkisson, GM Superstition Springs Lexus





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