



YOLI CHISHOLM

AUTHOR | SPEAKER | MARKETER

BIO

Yoli is an award winning Marketing Executive recognized as a “Digital Innovator”. In 20 years as a business professional, she has cultivated a multifaceted career as a Revenue Marketer, Corporate Career Anthropologist, Entrepreneur and Speaker who writes about these areas including her most recent book series on navigating corporations - Crushing Corporate. Whether she is talking to students or professionals about their career development, small businesses, startups or seasoned marketers about building their business, Yoli fuses a message of proven performance principles and disciplined risk taking. Playing a leading role in every digital marketing transformation since the commercialization of the internet Yoli has earned a reputation as a very early adopter of new technology. She has a passion for the impact of culture as a lever to optimize business performance and speaks on the topic in her TEDx talk “Are you a strong Tree?” As the Author of Crushing Corporate, Yoli brings to her writing a point view on intrapreneurship and entrepreneurship having experienced different corporate cultures at 10+ corporations including consulting for the technology industry to working for the Danish Embassy over a 20-year career span. A business “backbone builder” with deep marketing innovation roots. Seeking to motivate in ways that deliver measurable transformation to organizations and people striving to excel.

TESTIMONIAL

“Yoli is an expert speaker and motivator. Her perspective shared on MLK Day at Microsoft and to the NAACP Youth Development Program was beyond insightful, encouraging, and garnered thought far beyond the day of the event. Yoli’s message is one of hope and confidence and leaves one to ponder are they doing enough. I would recommend Yoli as a motivational speaker and asset to any organization looking to generate unique forward thinking thought processes in trying to close the gap on engaging its employees; or an organization driven to motivate youth” Mike Simmons - Sr. HR Manager Boeing

SPEAKING HISTORY



CONTACT

Sprinklr - Vice President, Marketing
+1 206-934-9243

@yolichisholm
linkedin.com/in/yolichisholm

www.yolichisholm.com
yoli@yolichisholm.com

TOPICS

MARKETING

- Digital Transformation in Marketing
- A Winning Marketing Operations
- Marketing Dept. as a Business

CAREERS:

- The New Hire’s Guide to Kickass
- Intrapreneurship
- Navigating the corporate world with intention

MOTIVATION:

- Are you a strong Tree?
- The immigrant Mindset
- Designing your life with intention

BOOKS

VOL. 1



CRUSHING CORPORATE

VOL. 2

January
2019