

About Michele Ruiz



Michele Ruiz is a bi-lingual **entrepreneur** and **public speaker** whose passions are entrepreneurship, empowerment, and technology.

Her motto is: Empowering Entrepreneurs to Empower Themselves! Through her personal brand "*Michele Ruiz ~ My Life as a Latina Entrepreneur*" she is focused on educating, inspiring and empowering business owners. She shares her experiences via social media with her tens of thousands of followers by blogging and content messaging as well as public speaking. She also represents Fortune 1000 companies as a brand ambassador wanting to harness the power of her influence.

Michele is also President & CEO of *Ruiz Strategies*, a communications firm that develops and executes transformational content marketing strategies for world class companies, large professional services firms, government entities and C-level executives leveraging the power of social media, new media, traditional media and virtual technologies. Ruiz Strategies is a certified minority-owned (MBE) and woman-owned (WBE) business with locations in Los Angeles and Washington, D.C.

Previously, Michele founded *SaberHacer.com*, a bilingual expert based "how-to" educational broadband site for US Hispanics online. She launched the video on demand site to provide quality information for U.S. Hispanics when she determined there was a void of culturally relevant content for Hispanics. Her mission has always been - do what she can to help people and change lives.

Michele was recently featured as an "Inspiring Latina" by *Latina Magazine*, the number one Lifestyle and Entertainment Magazine for Latinas in the US. The magazine highlighted her journey from a rough childhood dealing with abuse, racism, and poverty to becoming an Emmy award-winning TV news anchor and later an entrepreneur.

Recently when honored as Business Woman of the Year by another magazine, *Latina Style*, it was announced that she was being recognized for her exceptional business success and leadership. Additionally, Michele is a recipient of the 2014 Enterprising Woman of the Year honor by the national magazine of the same name.

Considered a thought leader, Michele has been interviewed and quoted by major news organizations including CNN and The New York Times. Michele is a keynote speaker on a variety of topics including Transformational Content and Communication Strategies, New Media and Social Media, Women and Family, Entrepreneurship and Business, Leadership, Marketing to Hispanics, Media & Broadcasting, and Digital Engagement.

Before becoming an entrepreneur, Michele Ruiz enjoyed a long career as an award-winning broadcast journalist, beginning her broadcasting career co-anchoring Channel One News. From there, she moved to KTLA in Los Angeles. In 1998, she joined KNBC-TV as a reporter and anchor of the 6:00 pm newscast.

Michele received 16 Emmy nominations during her news broadcasting career, 5 Emmy's, 4 Golden Mikes as well as LA Press Club Awards. Additionally she received numerous commendations for her





leadership and service to the community in a variety of roles. Michele is also known for her charity work and has volunteered her time with numerous organizations. She served on the Board of Directors for the non-profit agency Para Los Niños for over a decade. She has also served on the Cal State Fullerton College of Communications' Dean's Advisory Board, and currently focuses on Entrepreneurial Advocacy and Policy initiatives.

You can keep up and connect with Michele not only on her website www.MicheleRuiz.com but on her Facebook Fan Page, Twitter, Google+, YouTube, and LinkedIn.

